CTOBER 13, 1947 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

WOR

is pleased to present a preliminary peek into what is undoubtedly the greatest single station story in the history of radio; what is perhaps the greatest one media story in the history of all advertising.

GENTLEMEN—AND LADIES—quite frankly the facts that follow left us old veterans just about as breathless as an Olympic relay runner. To put it pithily, they prove that WOR is one of the greatest single media buys in America today!

It all began when Broadcast Measurement Bureau, Inc. began its now famous task of sizing network and station audiences from coast to coast. It went further when WOR painstakingly analyzed the data BMB uncovered.

And w-h-a-t was uncovered? Heavens! Now hold tight!

1. In the daytime WOR is listened to regularly in well over 3½-million homes with radios in 244 counties in 14 states!

2. In the nighttime WOR is listened to regularly in well over 4½-million homes with radios in 430 counties in 18 states!

What counties? What states? Why, gentlemen, why, ladies, we're going to go into that much more thoroughly in future ads, but, for the moment, let's astound you gently by saying that in the daytime: WOR is listened to regularly all the way from a rather nice little county named Beaufort, which is in North Carolina, clear north to Victoria, in northern Nova Scotia, and westward to Somerset, in Southern Pennsylvania. Gosh!

In the nighttime? Well, we're sparking sweetly up in the Gaspé, in Canada, and making attractive sound in counties like Prince and Queens and Kings on Prince Edward Island, which, we might add, is not just a bus ride from New York or Trenton. Southward we're in Jenkins, Elbert and Oconee counties, in Georgia, and even Glynn, which is just a tired man's stroll from the Florida border. Westward we're keeping people attentive to what our sponsors say over almost all of southeastern Ohio and blanketing Virginia and . . . But, oh, there's only room for this much this time. And we really haven't started telling.

WOR

–that power-full station at 1440 Broadway in New York

MUTUAL

Thank you, Gentlemen, For Those Kind Words...

We refer, of course, to the words of the distinguished panel of advertisers and agency men who served as the judges for *The Billboard's* 10th Annual Radio Promotion Competition. We are proud and honored to have had our entry voted FIRST in the Over-all Promotion Division and THIRD in the Public Service Promotion Division among all clear channel network affiliates.

Our thanks, too, to *The Billboard* for sponsoring this annual competition, and to the staff for their monumental task in preparing the excellent report on this year's entries.

WE QUOTE...

"WLW has long been recognized as one of the ablest operators in the many-angled field of promotion. The station's entry in this year's *The Billboard's* over-all competition bears this out. More than that, the entry, a compendium of information, shapes up as a veritable bible of promotional procedure. Scarcely a facet is untouched and all of the expository material shows an adult approach.

"The accent is not on the 'gimmick'; neither is it on the flashy or cute type of promotion which reads well but proves nonproductive. Rather, the WLW conception of promotion is all-embracing and involves the highest levels of activity in merchandising, audience building, and test planning. Unlike the promotional operation of most stations, that of WLW has an architectural quality. It has structure and it is many-dimensioned. It succeeds in selling the station's programs to listeners, the virtues of WLW to time buyers, and thru special services it helps the merchant with his problems."

WLW

THE NATION'S MOST MERCHANDISE ABLE STATION

CROSLEY BROADCASTING CORPORATION

Another Yankee Partnership

NINE O'CLOCK NEWS

with

Nelson Churchill

9:00 to 9:15 A.M.

Six Days a Week

Monday through Saturday

Sponsored by the **H. J. HEINZ COMPANY**

for

HEINZ CONDENSED SOUPS

and

The New SWERL

Heard Over the Entire
YANKEE NETWORK

WNAC	Boston, Mass.
WFAU	Augusta, Me.
WJOR	Bangor, Me.
WICC	Bridgeport, Ct.
WKXL	Concord, N. H.
WSAR	Fall River, Mass.
WEIM	Fitchburg-Leominster, Mass.
WHAI	Greenfield, Mass.
WONS	Hartford, Ct.
WHYN	Holyoke, Mass.
WLNH	Laconia, N. H.
WCOU	Lewiston-Auburn, Maine
WLLH	Lowell-Lawrence, Massachusetts
WKBR	Manchester, N.H.
WNLC	New London, Ct.
WMTW	Portland, Me.
WHEB	Portsmouth-Dover, N. H.
WEAN	Providence, R. I.
WSYB	Rutland, Vt.
WWCO	Waterbury, Ct.
WDEV	Waterbury, Vt.
WAAB	Worcester, Mass.

NINE O'CLOCK NEWS, edited by The Yankee Network News Service, has a long-established, loyal audience and comes to New England housewives before shopping time, six mornings a week over 22 Yankee Network Stations. This program is consistently producing sales.

Acceptance is **THE YANKEE NETWORK'S** *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS **Represented Nationally by EDWARD PETRY & CO., INC.**

lished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

APPOINTMENT of Charles Denny's successor on FCC may be delayed by absence from country of Sen. J. Howard McGrath, newly appointed chairman of Democratic National Committee. Senator McGrath flew to Europe Thursday—day Denny resignation was announced. It was thought he would be consulted in view of upcoming political year. His return expected in time for Democratic National Committee meeting Oct. 29.

FORT INDUSTRY Co., headed by George B. Storer, has sold its 12% interest in CKLW, Windsor-Detroit outlet of MBS, to majority stockholders of the Canadian outlet, headed by Harry Sedgwick. Group also operates CFRB Toronto. Founder of CKLW predecessor, CKOK, in 1932, Mr. Storer disposes of interest because of Fort Industry's recent acquisition of WJBK Detroit.

J. WALTER THOMPSON Co., New York, recommending quarter-hour spot news shows nationally to its client, J. B. Williams Co. (shaving cream, hair oil), Glastonbury, Conn.

ACCEDING to suggestions from its newly formed membership, National Assn. of Radio Station Representatives has set up special code committee to consider commercial provisions of NAB's proposed code as it affects national spot. Committee named by Acting Chairman H. Preston Peters, in absence of Chairman Paul H. Raymer, comprises: Edward Petry, chairman; George Bolling; Joe Bloom, of Forjoe & Co.; and Frank Headley.

NARSR sentiment appears to favor 30-word break in addition to three-minute commercial for each 15-minute program, and exemption from code provisions of shopping guides and other participating programs.

SEVERAL unions plan organization drives among broadcast stations, now that NLRB "Red" ruling has removed general confusion. Organizing will cover both programming and technical employes.

FM ASSN. still waiting for official AFM verdict on music duplication, refusing to believe what it hears or reads until word comes from Petrillo himself. Since decision on ban is so vital to FM development, association confident music head will let it know as soon as he makes up his mind.

WHEN AFM head meets today (Oct. 13) with his executive board they will mull ways to protect two million dollar kitty contributed by transcription and recording firms for retirement of worn-out musicians. Under Taft-Hartley Act such funds are outlawed, but union czar's chief worry is seeing it disappear in event of nationwide strike.

POSSIBLE successor to late Joseph Padway as No. 1 AFL lawyer, as well as AFM, is Dan Carmell, Chicago labor lawyer. Report is that

(Continued on page 86)

Upcoming

Oct. 12-15: AAAA Pacific Council annual meeting, Ahwahnee Hotel, Yosemite National Park, Calif.

Oct. 13-16: RMA Fall Conclave, Roosevelt Hotel, New York.

(Other Upcomings on page 72)

Bulletin

ROBERT P. MYERS, general counsel for RCA international division, rejoined NBC legal staff to handle television matters, reporting to Frank E. Mullen, NBC executive vice president. Mr. Myers has been with RCA and NBC since 1928 except for 1934 when he was general counsel of RKO companies.

AWARD of honorary officer in Most Excellent Order of the British Empire (Civil Division) given Edward R. Murrow, CBS newsman, by King George VI for war service. David Anderson, NBC, awarded Certificate of Mention in Despatches. Presentation to be made later.

ROBERT M. REUSCHLE, chief timebuyer of Sullivan, Stauffer, Colwell & Bayles, New York, has resigned to join Headley-Reed Co., New York, station representatives. Jean Lawler, timebuyer for firm, takes over Mr. Reuschle's duties.

NAMES of independent station representatives invited to NAB code meeting in Washington Oct. 23 were announced late Friday by NAB (early story page 15). Members are: Frank Blair, WSCR Scranton; Ted Cott, WNEW New York; Wayne Coy, WINX Washington; Arthur Harre, WJJD Chicago; Edward Lamb, WTOD Toledo; Elliot Sanger, WQXR New York; Harold B. Shaw, WOAY Oak Hill, W. Va.; Calvin J. Smith, KFAC Los Angeles; Ben Strouse, WWDC Washington; Eugene Weil, WLAQ Rome, Ga.; Ralph Weil, WOV New York.

Business Briefly

WHITE OWL SPORTS ● General Cigar Corp., New York (White Owl cigars), last week began new series, *White Owl Sports Smoker*. For present show will be heard weekly over WNBC New York, but may expand to network dimensions later. Mel Allen and Russ Hodges featured. Agency, J. Walter Thompson, New York.

PHILIP MORRIS PLANS ● Joe Bigelow, former J. Walter Thompson Co. v-p, signed as writer-producer of CBS Harry James-Dinah Shore show, replacing *It Pays to Be Ignorant* in December for Philip Morris Co. Program to originate in Hollywood. Agency, Biow Co., New York.

CHARIS TEST ● Charis Corp., Allentown, Pa. (foundation garments), has begun nine-week campaign to test radio, newspapers and direct mail. Six cities selected for each medium. Stations used are WIBA WSAZ WFBG WDAR WBIG WTRY. Agency, Fuller & Smith & Ross, New York.

FILM PROMOTION ● Radio and television to be part of big advertising budget for film "The Velvet Touch," first release of Independent Artists Inc., Hollywood. New firm has named Foote, Cone & Belding, New York, as agency for film.

GROVE NEWS ● Grove Labs., St. Louis (Bromo Quinine) Oct. 13 starts five-weekly quarter-hour Nelson Pringle news on KNX Hollywood, for 26 weeks. Agency, Duane Jones Co., New York.

'FORD THEATRE' CONTEST

KENYON & ECKHARDT, New York, agency for Ford Motor Co., conducting contest among NBC stations for best local promotion of new *Ford Theatre* Sunday afternoon series during its first 13 weeks. Winning station will receive new Ford, with choice of convertible or station wagon.

Clear-Channel Hearing Bars FM Data

FM's FUTURE role in providing broadcast service was excluded from clear-channel hearing by FCC announcement Friday that such data "would not be relevant."

FCC gave its ruling in response to Clear Channel Broadcasting Service's petition for access to FCC data on FM sets and equipment if subject was to be considered [BROADCASTING, Sept. 29].

Clear-Channel group now expected to move that earlier testimony offered by CBS relating to future coverage of U. S. by FM networks and handful of AM stations [BROADCASTING, April 29, 1946], either be stricken from record or allowed to remain only with clear understanding it won't be considered.

Meanwhile, with clear-channel sessions resuming Oct. 20, FCC called informal conference for Oct. 16 for parties to discuss "order of presentation, length of time expected to be taken by the various parties, exchange of exhibits, and other procedural matters." Meeting is at 9 a.m. in Room 6121, New P.O. Bldg., Washington.

FCC decision to exclude FM data, which observers felt would substantially shorten final sessions, was disclosed in letter to CCBS. It said:

> The Commission is of the opinion that under the published issues in the clear-channel hearing evidence concerning the area and population of the U. S. which may be expected to receive satisfactory broadcasting service from FM stations in the future would not be relevant. Accordingly, no useful purpose would be served in making available the data you request. For the foregoing reasons your petition is denied.

KCMO is up to 50,000 watts!

CENTER YOUR SELLING IN EXPANDING MID-AMERICA!

NOW — UP TO 50,000* WATTS, at a new frequency of 810 kc, KCMO blankets the fast-growing industrial and agricultural area of Mid-America. For complete and economical coverage of this rich and expanding Mid-America market, center your selling with Mid-America's most powerful radio station.

Represented by: John E. Pearson Co.

KCMO

Kansas City, Mo. • Basic ABC for Mid-America

50,000 WATTS DAY • 10,000 WATTS NIGHT—AT 810 KC

Planned Programming PAYS OFF-

Martha Bohlsen (left), Omaha Public Power District, and Byron Head, KOIL Announcer.

Omaha-Council Bluffs Homemakers Have Depended On Martha Bohlsen For Ten Years

Homemakers in the KOIL area find new pleasures in household chores, thanks to Martha Bohlsen, Home Service Director of the Omaha Public Power District. For 10 years now, Martha Bohlsen has conducted "The Homemakers Club of the Air" to show how much fun it is to live electrically. Detailed instructions on cooking, washing and other homemaking activities have made this twice-a-week broadcast "tops" with loyal Omaha and Council Bluffs housewives.

Just as this specifically tailored program pays off for the Omaha Public Power District in dealer appliance sales and load building . . . planned programming on KOIL can get top results for you, too. Take advantage of KOIL's experience in tailor making high-Hooper programs for specific audiences. Write for further details or see Petry!

CHARLES T. STUART—PRESIDENT
AND EXECUTIVE DIRECTOR. EXEC.
OFFICES—STUART BLDG., LINCOLN, NEBR.

W. J. NEWENS—Station Manager

KOIL OMAHA COUNCIL BLUFFS
BASIC ABC
1290 KC 5000 WATTS
Represented by EDWARD PETRY CO., INC.

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

IN THIS ISSUE . . .

Denny Joins NBC Nov. 15 13
Wider Spread of Advertising Dollar Seen 14
FM, Independents' Code Views Sought 15
Three Members Oppose NARSR Action 15
BROADCASTING TRENDS
Disc Jockeys 16
Stymie on Clears Mars NARBA Plans 17
Uridge Quits WJR; Several Are Considered 17
Gramling Clarifies AP's Rate Basis 18
TV Clicks at 1600 Pennsylvania Ave. 20
Oral Arguments Held on 9 Proceedings 20
Per Inquiry Offers Besiege Managers 36
Armstrong Scores Opposition to FM 82
NAB Distributes Radio Week Material 84
Apartment TV Antenna Solution Offered 84

DEPARTMENTS

Agencies	58	Our Respects to	46
Allied Arts	48	Production	50
Commercial	42	Programs	67
Editorial	46	Promotion	68
FCC Actions	62	Sid Hix	14
Management	40	Sponsors	54
Network Accounts	54	Technical	56
News	52	Turntable	60
Open Mike	75	Upcoming	72

At Washington Headquarters

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Editor and Publisher

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PROMOTION

WINFIELD R. LEVI, *Manager*
Betty Beckanstin.

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250 Park Ave., Zone 17, *PLaza 5-8355*
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Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Martin Davidson.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. *CEN*tral 4115
Fred W. Sample, *Manager;* John Osbon.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

TORONTO BUREAU

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.
* Reg. U. S. Pat. Office

Copyright 1947 by Broadcasting Publications, Inc.

SUBSCRIPTION PRICE: $7.00 PER YEAR, 20c PER COPY

from KEALAKEKUA to KAPAA

97 POST OFFICES IN HAWAII

For the first time . . . EVERY POST OFFICE IN HAWAII responded to a single station's mail survey! From one end of the islands to the other, KULA listeners wrote entries in a contest on the subject "What Radio Means to Me." Twenty prizes valued at $1000 were awarded winning letters. The results prove conclusively that KULA covers the entire Territory of Hawaii! Now, for the first time in Hawaiian radio history . . . ONE STATION BLANKETS ALL THE ISLANDS OF HAWAII!

6.1% OF HAWAII'S RADIO HOMES

. . . were represented in this unprecedented response! These same families and all others in the multi-million dollar Hawaiian market enjoy the second highest average per family income in America . . . $5,410.00! (According to SALES MANAGEMENT'S 1947 Survey of Buying Power) You only need one station to sell Hawaii . . . KULA, clear channel, full time . . . It's "Hawaii's listening habit."

KULA 10,000 WATTS • 690 KILOCYCLES • ABC AFFILIATE

PACIFIC FRONTIER BROADCASTING CO., LTD.
STUDIOS—1525 KAPIOLANI BLVD. HONOLULU, HAWAII

FOR INFORMATION ON THE HAWAIIAN MARKET—FOR RATES FOR "ONE STATION COVERAGE" OF HAWAII SEE

ABC or AVERY KNODEL, Inc., National Representatives

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

YOU CAN LEAD THE OUTSIDE* AUDIENCE

on the Pacific Coast, too!

The outside Pacific Coast market is that vast area outside the metropolitan county areas in which the regularly Hooper-surveyed cities (Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane) are located. In 1946, retail sales totaled almost four billion dollars in this outside Pacific Coast market. A C. E. Hooper survey of 276,019 coincidental telephone calls proves that only Don Lee covers both inside and outside markets.

LOOK AT at the crowd of people in the big, outside audience (where 4,594,000 of the Coast's 12,633,200 people spent $3,736,889,000 in retail sales during 1946). This outside market gets *complete* coverage only with Don Lee (the above mentioned C. E. Hooper Survey proves it). Put your show on Don Lee, the only network that reaches all of the Pacific Coast audience.

ONLY DON LEE offers 43 stations (more than twice as many as Network "A"; over three times as many as Network "B" or "C") to do the job of INSIDE and OUTSIDE coverage.

DON LEE IS A BETTER BUY than any other Pacific Coast network because it delivers MORE LISTENERS AT A LOWER COST PER THOUSAND radio families. (More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a DON LEE station.)

If you've a product to yell about, let *both audiences* hear you. Put your show on Don Lee, the only network with enough facilities to reach *both* the inside and outside markets on the Pacific Coast!

The Nation's Greatest Regional Networ

Mutual
DON LEE
BROADCASTING SYSTEM

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
SYDNEY GAYNOR, *General Sales Manager*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

A Steinman Station

Wilmington Delaware

SELLS

5,000 WATTS
DAY & NIGHT

Sales Representative
RADIO ADVERTISING COMPANY

New York • Los Angeles • Chicago
San Francisco

Feature of the Week

IN FITCHBURG, Mass., a select group of high school students is getting first-rate practical training in radio. In fact, they are the producers of three successful shows. For all this fun, one local high school gives them credits toward graduation, and the others may follow suit.

It all started last February when two high school students approached Station Manager Earle Clement at WEIM, the affiliate of the Yankee Network and MBS in Fitchburg. The students wanted to start a radio club, and the station approved, on the condition that the dramatic societies of the local schools sponsor the memberships.

Each of three local high schools approved the plan, and there was a scramble to see who would be the lucky students granted official membership in the WEIM Radio Club. Each school dramatic club appointed 12 students.

From the beginning, the would-be radio experts pitched in with real zest. An orientation course was planned by station officials, and club members attended lectures every Monday afternoon during the school year. Club director Robert E. Johnson of the WEIM staff opened the series with a history of radio broadcasting. The series gained momentum, and covered every possible phase of radio broadcasting.

Manager Clement spoke on the problems of a small station manager; Commercial Manager Carter Knight gave a series of lectures on writing commercials; Club Director Johnson lectured on script and continuity, while Richard Tucker, program director, told the students about production of radio shows. The students were briefed on the technical side of radio by Engineer Ted Kalin. Other members of the staff helped willingly.

The club's first show went on the air every Wednesday evening during the school year. *Highschool Highlights* was devoted to reports of activities in local high schools, complete with interviews, all written and produced by club enthusiasts. The group then turned to a second show, *Fun With Books*, produced in cooperation with the Fitchburg Public Library. It was so good that the library bought a radio for the express purpose of hearing the show.

On June 26, the club moved into big time with a series of summer workshop dramas, *Stand By!* Most of the shows were written, produced and directed by club members.

Another session is under way in this school year. Proof that the training has a telling effect on its members is the fact that at least three have made plans to go on to college to major in radio.

Sellers of Sales

THE B. S. after the name of Rosita Seale, timebuyer for Moore & Hamm, New York, ostensibly stands for Bachelor of Science, but there are many in the industry who would insist that is a designation for "Buying Specialist."

Purchaser for such accounts as Mason Candy and George Ehret Brewery, Miss Seale received her original grooming as a literature and English major at New York U. But it was her incidental courses in commerce that fortified her for her first job as business manager for a tea and coffee importing company.

ROSITA

Two years later she forsook the bean (coffee) and the bag (tea) to edit scripts for an industrial motion picture firm, and the next two-year cycle saw her entry into radio as a freelance actress.

Continuing the cycle of two, she entered the business phase of radio a couple of years later as secretary and subsequently office manager and publicity director for the Keystone Broadcasting System.

Apparently having found her destiny, the two-year cycle was broken and Rosita remained at Keystone for five years, after which she joined her present firm, Moore & Hamm, as timebuyer.

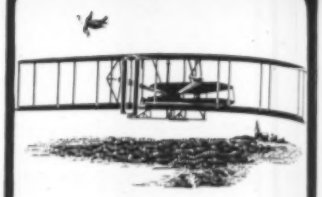
Among other accounts purchased by Miss Seale are the Industrial Bank of Commerce, Montrufor-Beauty and The Olson Co.

The attractive red-haired, brown-eyed Miss Seale lives in East Orange, N.J. and is married to a former member of the Spanish diplomatic corps.

Her principal hobby is painting in oils with an accent on the primitive. She also admits collecting handkerchiefs and demitasse sets and is an avid collector of the art offerings of the Provincetown group.

Her only athletic diversion is horseback riding.

Remember the story about...



Kitty Hawk?

The Spirit of St. Louis?

And now these big babies?

It's not too far a cry to compare the growth of WWDC with the increasing loads planes carry. Both started small. Grew bigger . . . and bigger. Today WWDC and WWDC-FM are giants in the influence they wield in this great Washington market. If it's sales power . . . and ability to lift your goods over great spaces . . . down here the way to do it is 1450 on the dial.

Only one other station in Washington has more loyal listeners

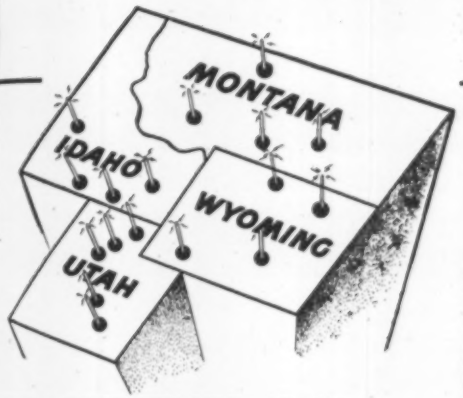
WWDC

AM-FM — The D. C. Independent

Presenting ... *the Idaho Group*

(a rich farm market) of the

Intermountain Network!



KFXD Boise-Nampa

KID Idaho Falls

KVMV Twin Falls

KEYY Pocatello

These Idaho stations, Group IV of the Intermountain Network, offer dominant coverage of Idaho's first, second, third and fourth markets, a population of 100,000 radio homes, more than a third million people, retail sales of more than $200,000,000 and a farm income in excess of $150,000,000.

These stations may be purchased as a unit or as part of the full network which assures dominant coverage of Idaho, Utah, Wyoming and Montana.

17 HOME TOWN MARKETS COMPRISE THE NEW INTERMOUNTAIN NETWORK

UTAH
KALL, Salt Lake City
KLO, Ogden
KOVO, Provo
KOAL, Price
KVNU, Logan

IDAHO
KFXD, Boise-Nampa
KFXD-FM, Boise-Nampa
KVMV, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

WYOMING
KVRS, Rock Springs
KDFN, Casper
KWYO, Sheridan
KPOW, Powell

MONTANA
KBMY, Billings
KRJF, Miles City
KMFR, Great Falls*
KMIN, Butte*

KALL
of Salt Lake City
Key Station
of the
Intermountain
Network
and its
MBS Affiliates

*Under Construction

HOOPER STATION LISTENING INDEX—WINTER 1946

	Sets in Use	Weekday DAYTIME 8 a.m. to 6 p.m.	Sets in Use	Sun. thru Sat. EVENING 6 p.m. to 10 p.m.
KID	32.2	47.3%	42.2	45.4%
KFXD	26.4	35.7%	36.6	24.5%
KVMV	28.3	25.1%	39.8	15.5%
KEYY	(Not measured. Station was under construction at time of survey.)			

THE INTERMOUNTAIN NETWORK Inc.

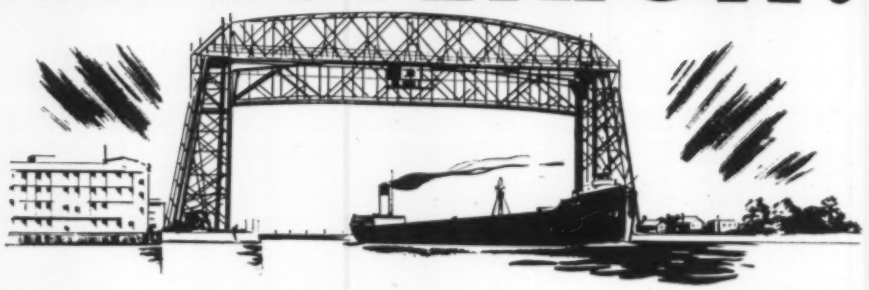
MUTUAL

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta

how would you like a 6.5 MORNING NEWSCAST in DULUTH-SUPERIOR?



Yes, *geographic flexibility* is one of the big advantages of spot radio. But name another advertising medium with which you can get *proven coverage*, at your preferred *time of day*, to reach the specific *type of audience* that you desire!

Take Duluth-Superior. WDSM's morning (11:30 a.m.) newscast gets a 6.5 Hooperating,* with this large audience composed principally of women who have yet to do their day's shopping. And practically every station listed at the right could offer you a similarly attractive morning audience.

"Spot-radio"—*Bull's-Eye Radio*—can be an unbeatable local, regional, sectional *or national* medium for you, depending upon the job you want to do. Or you can use it to augment and fortify any other campaigns you are now running. Shall we offer you some suggestions?

* *Hooper Report, Winter-Spring, 1947*

EXCLUSIVE REPRESENTATIVES:	
ALBUQUERQUE	KOB
BEAUMONT	KFDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
FT. WORTH-DALLAS	WBAP
HONOLULU-HILO	KGMB-KHBC
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TERRE HAUTE	WTHI
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BROADCASTING
TELECASTING

VOL. 33, No. 15 WASHINGTON, D. C., OCTOBER 13, 1947 $7.00 A YEAR—20c A COPY

Denny Leaves FCC to Join NBC Nov. 15

Taylor, Reinsch, Mead, Stoner, Mitchell Mentioned for Post

By SOL TAISHOFF

AT THE PINNACLE of his spectacular Government career, Charles R. Denny last week resigned as chairman of the FCC to enable him to accept the long-standing offer of NBC to become its vice president and general counsel, effective Nov. 15. That post, which will place him on a high-level policy committee created by President Niles Trammell, will pay $35,000 as against the FCC stipend of $10,000.

Mr. Denny's resignation, premised upon his inability to remain "from a financial standpoint," was submitted Wednesday and accepted by President Truman on Thursday in a "Dear Charlie" letter, effective Oct. 31. It terminates a decade of Government service for the 35-year-old executive, who rose from junior attorney at the Department of Justice to the youngest chairman in radio regulatory history. On Oct. 2 he wound up the International Telecommunications Conferences, over which he had presided since last May at Atlantic City, and decided then finally to resign. First reports of his impending resignation, presumably to accept Mr. Trammell's proffer, were published in detail last August by BROADCASTING.

Mr. DENNY

Even before formal announcement by the White House of Mr. Denny's resignation, reports flew swift and fast about a successor.

His unexpired term runs until June 30, 1951. Mr. Denny plans to remain at the FCC until Oct. 27.

These names were discussed:

Brig. Gen. Telford Taylor, former FCC general counsel and now chief prosecutor at the Nuremberg Nazi trials, who technically is still on leave as general counsel.

J. Leonard Reinsch, managing director of the Gov. Cox stations and radio adviser to President Truman.

Ex-Senator James M. Mead, New York Democrat, who is an avowed candidate and who sought appointment last year when Mr. Denny was named chairman.

Brig. Gen. Frank E. Stoner, war-time chief of Army Communications Service and now United Nations Communications Coordinator, actively promoted by military associates.

Former Senator Hugh B. Mitchell, Washington Democrat, a Laborite and liberal, who was defeated in 1946.

In announcing the Denny resignation, White House Secretary Charles Ross said Friday that it might be some time before the successor is named.

If President Truman fills the post before Congress convenes in January [unless there is a special session] the new commissioner will be given a recess appointment, subject to later confirmation by the Congress. The President selects the chairman from among the commissioners.

It was thought Vice Chairman Paul A. Walker, would serve as acting chairman if there is a gap. Mr. Walker is not believed to be a candidate for the chairmanship because of somewhat frail health.

Similarly, Commissioner E. K. Jett, veteran engineering executive, who had planned to leave the FCC before the year's end, is understood to have declined to consider the chairmanship because of the rigors of that office. He served as interim chairman in latter 1944 and early 1945.

There was even talk of the pos-

(*Continued on page 84*)

TEXT OF THE TRUMAN-DENNY LETTERS

The President's Letter to Mr. Denny

Dear Charlie:

I regret exceedingly that for reasons set forth in your letter of October eighth you find it necessary to relinquish your duties. In the circumstances, I feel that I have no alternative but to accept, effective at the close of business on October thirty-first next, your resignation as a member of the Federal Communications Commission.

It is a fortunate circumstance that you were enabled to carry through to completion the important negotiations that fell to you as Chairman of the Delegations appointed by the President to represent the United States at the three International Telecommunications Conferences. I feel that a great deal of good was accomplished in the months of arduous labor to which you and your colleagues devoted yourselves in the work at Atlantic City.

I shall look forward to the perusal of the final report which you plan to submit to the Secretary of State, and am confident that the new International Telecommunications Treaty and the new International Radio Regulations will achieve their desired purposes.

The high quality of public service which you have given is deeply appreciated. You have my good wishes for happiness and success as you return to private life.

Oct. 9, 1947 **HARRY S. TRUMAN**

* * *

Mr. Denny's Letter to the President

My dear Mr. President:

On last Thursday, October 2, 1947, we brought to a conclusion the series of three International Telecommunications Conferences which were held at Atlantic City, New Jersey, beginning May 15, 1947. As Chairman of the Delegations appointed by you to represent the United States at the three conferences I shall, of course, submit a complete report to the Secretary of State covering the work done and the agreements signed. However, I am pleased to be able to advise you that we feel that all three conferences were successful and that the new International Telecommunications Treaty and the new International Radio Regulations, both of which were signed by all of the 78 countries participating in the conferences, are satisfactory in every respect.

The completion of this four and one-half months assignment at the International Telecommunications Conferences brought me to a point where I had to decide whether I should resume my duties as Chairman of the Federal Communications Commission. After a great deal of thought I have been constrained to conclude that from a financial standpoint it is not possible for me to remain longer in the Government service. Therefore, I request that you accept my resignation as a member of the Federal Communications Commission effective October 31, 1947.

May I add this personal word. I have gotten a great deal of satisfaction and pleasure from the ten years that I have spent in the service of the United States Goverment. This is particularly true of the last two assignments which you have given me—the Chairmanship of the Commission and the representation of the United States at the International Telecommunications Conferences. I am grateful to you, Mr. President, for having given me the opportunity to have served under you.

Oct. 8, 1947 **CHARLES R. DENNY**

See Wider Spread of Advertising Dollar

ANA Elects R. B. Brown As New Chairman Of Board

TOP RADIO advertisers were elected to the chairmanship and vice chairmanships of the Assn. of National Advertisers at organization's 38th annual convention Oct. 5, 6, 7, and 8 in Atlantic City. New chairman of the board is Robert B. Brown, vice president and advertising director of Bristol-Myers Co.

Mr. Brown

W. N. Connolly, advertising manager of S. C. Johnson & Son, and W. B. Potter, director of advertising operations, Eastman Kodak Co., were elected vice-chairmen.

New directors elected for 1948 were Wesley I. Nunn, Standard Oil Co. of Indiana; Chester W. Ruth, Republic Steel Corp; J. Ward Maurer, Wildroot Co.; Henry Gorski, P. Ballentine & Sons, and Robert Dowling of the Sanforized division of Cluett, Peabody & Co. Other directors were re-elected.

Results of a survey among 102 companies in various fields were revealed by E. T. Batchelder, ANA secretary, on Tuesday. According to the survey, companies will soon have to be more selective in choosing media if advertising costs continue to increase since advertising expenditures are already reaching a peak. If it becomes necessary to spread the advertising dollar even further, the forecast was that it would be necessary to withdraw from some media and concentrate on adequate coverage.

Some Reduction

Emphasizing that no "fear complex" was involved, the survey revealed, however, that about one-fourth of the respondents had found it necessary to reduce advertising expenditures since the beginning of the current budget period.

Various reasons were given for the reduction, among them being a rise in administrative and manufacturing costs, lower profit margins, promotion plans ahead of production capacity and too-high original estimates on sales.

A higher total advertising budget in 1948 than in 1947 was forecast by about 50% of the companies while a slightly smaller number expected it to be about the same. For those who were increasing their outlays, the reasons given were that a larger sum was needed to do the same job, introduction of new products, expanding markets or keeping up with competition.

Despite the threats of foreign restrictions on trade, lack of materials and high prices, however, approximately 84% of the companies expected the 1948 sales volume to be the same or greater than in 1947. About 70% said profit prospects for this year were good, while 25% said they were fair.

An earlier session devoted to increasing productivity of national advertising in the new year revealed improved tie-ins with both wholesale and retail selling and new methods of measuring trade magazine readership.

McEvoy Predicts

At Monday's session, Newman F. McEvoy, media director of Newell-Emmett, predicted that "advertisers may soon find it profitable to make somewhat larger expenditures in favor of programs rather than announcements." He cited the increasing cost of spot radio as his reason.

In line with a warning to advertisers from A. C. Beane, general partner in Merrill Lynch, Pierce, Fenner & Beane, securities brokers, that advertising should not be reduced at the first signs of slackening business, John A. Spooner, vice president of Textron Inc., predicted record expenditures by the textile industries in 1948.

Mr. Beane said that to cut advertising would only aggravate conditions and suggested that reserves be accumulated during good times for future advertising. Five tested themes for expediting successful selling of advertising budgets to management executives were given by Robert J. Keith, director of advertising at Pillsbury Mills Inc., at Monday's session. He listed them as: (1) Emphasis upon advertising as a means of developing valuable consumer franchises, (2) sound concepts behind advertising programs, (3) budgeting as an integral part of profit and loss statement, and (4) firm handling of requests for budgeted amounts.

A "good neighbor policy" in industry was advocated by Bryan Houston, executive vice president, Pepsi-Cola Co. with accent on such things as good working conditions and cleanliness. He pointed out that "80% of public relations is what you do and only 20% is what you say."

Evident throughout the convention was the intention of the advertising industry to step up its program of political and economic education at home to counter the spread of communism and the Russian attacks of the U. S. and its form of government.

Wednesday Session

Intensification of the program was urged at Wednesday's session by Paul B. West, ANA president, and Charles G. Mortimer, head of the Advertising Council. In his address earlier, Mr. Beane said that advertising dealing with politics and economics had barely been touched and could prove to be the most valuable kind of insurance for American business if properly exploited. Again in Wednesday's final sessions, Robert L. Garner, vice president, International Bank for Reconstruction and Development, followed the same line and said that American resources and productive capacity impose a great responsibility on Americans and at the same time open up a vast opportunity for leadership in world reconstruction and development. All indications pointed to increased public service advertising in the months immediately ahead.

'Beulah' for P & G

PROCTER & GAMBLE, Cincinnati (Dreft), effective Nov. 24 will replace *Mystery of the Week*, 7-7:15 p.m., five times weekly on CBS with *Beulah*. Show Productions, of Dancer-Fitzgerald-Sample, New York, is the agency.

Drawn for BROADCASTING by Sid Hix

". . . . There will be a brief pause for station identification."

SELLING EACH OTHER on what they're selling were Edward Petry (l), president of Edward Petry & Co., and William E. Rine, managing director of WWVA Wheeling, 50,000-w clear channel station, who named Petry firm national representative effective Oct. 15.

Full Mutual Signed By Kaiser - Frazer

KAISER-FRAZER Corp., and Kaiser Industries, New York, on Nov. 4 will start *Newscope*, described as a new type of news show, on the full Mutual network of more than 425 stations, four nights a week. Program, with William M. Greene as editor and Wendell Noble as newscaster, will be broadcast Tuesday, Thursday and Saturday, 7:30-7:45 p.m., and Sunday, 8:45-9 p.m. (EST).

Contract for 52 weeks is said to approximate $1,200,000 for time. It was placed by Swaney, Drake & Bement, Chicago.

8 More 'Joan Davis Show' Sales Announced by CBS

EIGHT ADDITIONAL sales of the *Joan Davis Show*, which made its debut as a cooperative on CBS last Saturday, 9-9:30 p.m., were announced last week by Ralph Hatcher, head of the CBS Co-op Division.

New sponsors include: Trailer Sales Co., over KTUC Tucson, Ariz.; Raised Brand Food Co. WTAX Springfield, Ill.; Canadian Ace Ale, WBBM Chicago, and WEEI Boston; Jax Brewing Co. WMBR Jacksonville, Fla.; Shotwell Candy Co., WJR Detroit, and Hudepohl Candy Co., WKRC Cincinnati. The show also has been sold by KIMA Yakima, Wash., and WLBC Muncie, Ind., but names of the sponsors have not yet been disclosed.

Joan Davis sales previously announced were to Seeman Brothers for White Rose Tea, over WCBS New York, and the Karl Shoe Co., KNX Los Angeles.

FM, Independents' Code Views Sought

Industry Branches Called to Aid Redrafting

By J. FRANK BEATTY

NAB acted quickly last week to meet complaints against its new Standards of Practice and to answer charges that code procedure has been unfair to independents and small stations.

With only three weeks remaining before the board screening committee goes to work on proposed changes in the code, which becomes effective Feb. 1, the association took two specific steps:

•—Named a committee of independents, most vocal and prolific among code critics, to meet Oct. 23. The committee is to draw up recommendations to the NAB board, which meets in mid-November.

•—Called a meeting of FM Executive Committee members and FM leaders Oct. 24 to consider special problems of FM stations and prepare a report to the board.

Leonard Asch, WBCA Schenectady, is chairman of the committee.

When the independents meet in Washington Oct. 23 they will be given complete freedom of action, including the right to name their own committee chairman. NAB headquarters officials will be available for consultation.

Length of Meeting

Should the meeting run more than one day, this group may decide to hold a joint session with the FM committeemen, whose problems are common in many respects.

Both committees will play an important role in the final code-writing process. The FM group consists of members from the 1947 committee, which technically expired at the Atlantic City convention, along with several persons who have been invited to serve in 1948. Membership of the independents committee, not yet announced by NAB, includes some of the most vocal among code critics. Besides, it represents a geographical cross-section and is representative of all power classifications.

The matter of giving independents an adequate role in code procedure has haunted NAB since the Atlantic City convention. At that time, code drafters and NAB officials conceded that independents had not been adequately represented in preliminary steps.

To compensate for this inadvertent oversight, independents and small stations have been given two of the three board places on the board's code screening committee. Willard Egolf, WBCC-FM Bethesda, Md., and John Meagher, KYSM Mankato, Minn., are serving on this committee with Harold E. Fellows, WEEI Boston, District 1 board member, and Harold Fair, NAB Program Dept. director.

While post-convention complaints about the code are strongly worded, they actually cover only a relatively small area of its provisions. Dominating are contentions that the 3-minute total limitation on 15-minute time segments is wholly unsuited to the operation of non-network stations.

Whether these objections would crystallize into actual resignations from NAB was a matter of conjecture, with the more severe critics awaiting developments at the board's meeting.

The objectors went so far, though, as to claim that many independents actually would face extinction if they attempted to conform to scheduling practices and commercial limitations in the current version of the code.

Analysis of reactions submitted to BROADCASTING shows that the code bracketing of programs with 30-second segments for station use is a sore spot with a large number of stations. This bracketing provided independents with fuel for their charge that the code had been drafted by network station representatives for their own type of operation.

Railroading Charged

Other objections include a charge that the code was railroaded at the convention. This is based on the fact that the code was not officially submitted to the membership until the day before actual convention debate. Two discussion sessions were held, Tuesday afternoon and Thursday morning. But contention is made that board approval 24 hours after the second discussion constitutes railroading, though the code was left open for board revision in November.

Desire for industry referendum on each provision is heard, but NAB points out that the procedure is cumbersome.

The code's ban on double spotting is widely opposed by independents, along with the inclusion of brief service announcements in this category. Exception of want-ad, women's participation and multi-sponsor programs from the 3-minute limit on commercials is desired by a large number of stations, judging by industry reaction.

Clarified language on gambling aspects of sports programs is de-

(Continued on page 77)

Three Members Oppose NARSR Action

Federal Encroachment In Matter of Free Enterprise Hit

By BOB LUCE

THREE CHARTER MEMBERS of the newly-formed National Association of Radio Station Representatives last week voiced objection to the action of the association in filing complaints with the Department of Justice and the FCC. The NARSR said CBS, in taking over spot sales of non-network time for affiliates, had violated the Sherman Anti-Trust Act and the provisions of the FCC's Chain Broadcasting Regulations [BROADCASTING, Oct. 6]. John Blair & Co. Avery-Knodel Inc., and Bolling Inc. did not sign the letters containing these charges.

Although the other 20 members of NARSR did sign the letters, the dissenting representatives refused on the ground that the government should not be invited to interfere in matters that are only of concern to competitive business.

In a letter to stations he represents, John Blair stated, "It is our opinion that if a spot selling organization of a network can do a better job than the established representatives, and the station is willing to place the responsibility for all its sales efforts, other than local, in the hands of the networks, they should be free to do so. We do not think it is the Commission's business to tell you who you can or cannot appoint as national representative."

Mr. Blair also opposed the NARSR statement approving the Code. "The principal reason we do not is that we feel it is each station's own prerogative to vote on such matters . . . we don't subscribe to such blanket endorsements in behalf of all of our stations," Mr. Blair said.

A letter, expressing generally similar opinions, was sent by Avery-Knodel Inc. to the stations it represents.

In the letter to FCC, the NARSR charged that CBS was violating the Chain Broadcasting Regulations, particularly sections 3.104 and 3.108. In the letter to the Department of Justice, NARSR alleged a violation of the anti-trust laws. Both letters said that the CBS action, if adopted by other networks, would "destroy the station representatives concerns."

An FCC spokesman said the complaint was "under consideration" last week.

The charges were denied by Howard S. Meighan, CBS vice president in charge of station relations, who said, "CBS has never solicited business from any radio station which we represent in the national spot radio field. In each case, the station has initiated the conversations." He denied that network handling of spot business for affiliates would decrease their income, or that local programs would suffer

(Continued on page 76)

Text of the NARSR Letters to FCC and Attorney General

New York City
Sept. 29, 1947

The Members of the Federal Communications Commission

Dear Sirs:

The purpose of this letter is to direct attention to a recent development which we believe merits serious consideration and appropriate action by the Commission. Until recently the Radio Sales Division of the Columbia Broadcasting System has acted in the capacity of station representative in the sale of time to national advertisers only for those stations which it had owned or held a substantial interest. In recent months the activities of this division have been expanded and CBS is now actively engaged in a campaign to take over the function of station representative for a substantial number of affiliated stations. Quite naturally the other networks are considering a comparable movement.

With such an agency CBS proposes to occupy the dual position of network supplying programs to its affiliates and agent for the sale of time not preempted by network programs. Any substantial expansion of this dual relationship places the network in a commanding position with respect to the affiliates and inevitably threatens a further breakdown of the effectiveness of the Chain Broadcasting Regulations, particularly Sections 3.104 and 3.108.

Briefly stated, the purpose of Section 3.104 was to transfer from the networks to the affiliates effective control over the disposition of those hours of the broadcast day freed by the regulation from network option. The limitations on option time were considered necessary in order to prevent serious interference with the local program obligations of the affiliates and in order to place the affiliates in a position to compete effectively with the networks for national business. The Report on Chain Broadcasting specifically calls attention to the desirability of strengthening the position of the affiliates in competition with the networks for national business. If this present trend of assigning control of all national business to the network is permitted to continue that competition vanishes.

If the network is permitted to act as sales agent for its affiliates it obtains effective operating control over all hours of the broadcast day. In its capacity as network it controls the option time. Under the cloak of national representative it controls all the rest. Moreover, the network having in its own hand all available time on the station will naturally jockey the placement of national spot sales to increase the spread of hours under option by holding open additional desired time for network operations. Nor can it be assumed that the network will push a national spot sale of a station time which the network de-

(Continued on page 76)

DISC JOCKEYS

TRENDS Survey Shows Popularity Up

IMPACT of the disc m.c. on the radio industry has been a subject of considerable interest among station managers, and locally-produced disc shows play an important part in the programming of many stations. Just how important such shows are in radio today and what station managers think of them provided the basis for the tenth questionnaire in the BROADCASTING TRENDS series. Responses to the poll, which represented the seventh survey of station manager opinion conducted for BROADCASTING by Audience Surveys Inc., are analyzed in this first article. A second survey on disc jockeys will be published in November.

THE seventh survey of station manager opinion in the series conducted for BROADCASTING Magazine by Audience Surveys Inc., was devoted to an investigation of broadcasters' experience with disc jockey programs, and an evaluation of their reactions to them. A representative cross-section* of the managers of commercial AM stations were polled by Audience Surveys Inc. in August, and asked: (1) whether they are now broadcasting any locally-produced disc jockey programs, how many, when, and how long they have carried such programming; (2) what times and durations they find best for this type of program; (3) what kinds of recordings they feature; and (4) whether they feel that the disc jockey's personality or the selection of tunes is more important.

Results of the survey follow:

"Are you broadcasting any locally-produced disc jockey programs now?" (See Table I)

Nine out of ten stations currently are producing disc jockey programs. Athough the question was designed to determine only whether the station *currently* carried such programs, more than a third of those who reported carrying no disc jockey programs now, indicated either past experience with them or plans for inaugurating such a program in the future.

Others among the 10% who are not carrying the disc jockey programs now, explained their reasons, including the following comments. "We feature quality music only at all times—never any platter chatter or such;" and "I don't think an intelligent radio audience should be subjected to the rantings of an unintelligent egoist. The above critcism is directed to so-called 'local disc jockeys'. Some of the big timers, Arthur Godfrey, etc., use their talents to the enjoyment of the listener."

"If you are broadcasting any locally-produced disc jockey programs now, how many quarter-hours daily?" (See Table II)

The average station which broadcasts locally-produced disc jockey programs carries 2.2 hours daily. Approximately one out of six of these stations (17%) carries less than one hour daily, with most of this group carrying two or three quarter-hours. Most of the stations, 61%, carry between one and three hours—with 34% airing between one and two hours daily. Twelve percent report broadcasting between three and four hours daily; 3% between four and five hours; and 7% carry more than five hours a day.

"At what time(s) of day do you broadcast locally-produced disc jockey programs now?" (See Table III)

Stations which carry disc jockey programs tend to concentrate these programs in the morning, before 9 a.m.; in the midafternoon; and late evening, after 10 p.m. Although disc jockey programs are carried in all other periods, relatively few stations air them between 9 a.m. and 2 p.m. or between 6 p.m. and 10 p.m.—undoubtedly due to network and other commitments.

"If you are broadcasting any locally-produced disc jockey programs now, how long has your oldest disc jockey program been on the air?" (See Table IV)

The oldest disc jockey program on the average station has been carried for almost five years (4.7). A total of 34% of the stations have carried a program for at least five years, with 14% reporting that one disc jockey program has been on the air more than ten years.

A significant number of stations have added disc jockey programs comparatively recently—9% reported their oldest show started within six months or less, and 19% within the last year.

While these data indicate an extended history for disc jockey programs, it is very likely that many of the older programs have seen considerable change in format over the years, and would probably not have been recognizable as disc jockey programs, by current standards, in their earliest days.

"What time(s) have you found best for this type of program?" (See Table V, page 72.)

Because many respondents expressed their choice for the best times to air disc jockey programs within loose time-periods, it is difficult to properly combine their time choices with those who stated precise choices. Nevertheless, it is clear that station managers consider the early morning period (before 9 a.m. approximately); afternoons (after 2 p.m.); and evenings (after 10 p.m.) as the best spots for disc jockey programs.

Many respondents held that there are other variants to consider, and commented along this line: "Depends on audience desired"; "Time not much of a factor except in top evening hours"; "Depends on programming of other stations"; "Doesn't seem to

(*Continued on page 72*)

TABLE I

"Are you broadcasting any locally-produced disc jockey programs now?"

	% of all respondents
Yes	90%
No	10
TOTAL	100%

* A sample of U. S. commercial AM stations in operation Sept. 1, 1946, controlled for proper balance by city size, network affiliation, base hour rate and geographical area.

TABLE II

"If you are broadcasting any locally-produced disc jockey programs now, how many quarter-hours daily?"

	% of all carrying local disc jockey programs
Less than 1 hour	17%
1-2 hours	34
2-3 hours	27
3-4 hours	12
4-5 hours	3
5 or more hours	7
TOTAL	100%

Average length, 2.2 hours.

TABLE III

"At what time(s) of day do you broadcast locally-produced disc jockey programs now?"

	% of all stations carrying local disc jockey programs†
5- 6 a.m.	2%
6- 7	16
7- 8	25
8- 9	12
9-10	4
10-11	5
11-12	4
12- 1 p.m.	2
1- 2	8
2- 3	11
3- 4	13
4- 5	24
5- 6	11
6- 7	4
7- 8	3
8- 9	3
9-10	3
10-11	9
11-12 Midnight	16
12- 1 a.m.	6
1- 5	1

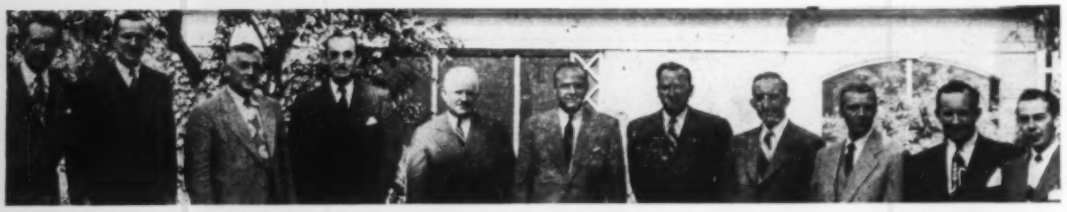
† Figures represent average of four quarter hours.
Many respondents indicated more than one time.

TABLE IV

"If you are broadcasting any locally-produced disc jockey programs now, how long has your oldest disc jockey program been on the air?"

	% of all stations carrying local disc jockey programs
6 months or less	9%
1 year	19
2 years	14
3 years	7
4 years	10
5-9 years	20
10-14 years	8
15 years or more	6
No answer or indefinite	7
TOTAL	100%

Average years, 4.7.



FORT INDUSTRY STATIONS managing directors gathered at President George Storer's estate in Bloomfield Hills, Mich., to discuss future plans of the organization. Attending were (l to r): Allen Haid, WMMN Fairmont, W. Va.; John Poole, of Poole & Warren, legal counsel; Ralph Elvin, WJBK Detroit; E. Y. Flannigan, WSPD Toledo; J. Harold Ryan, Fort Industry vice president and treasurer; President Storer; Lee B. Wailes, general manager; James E. Bailey, WAGA Atlanta; John Koepf, television manager; William Rine, WWVA Wheeling, W. Va.; J. Robert Kerns, WLOK Lima, Ohio.

Stymie on Clears Mars NARBA Plans

Opposition to Plan Of Mexico Seen As Certain

By RUFUS CRATER

FAILURE to reach a decision in the long-drawn clear-channel case was seen last week as source of a big headache for FCC authorities as they try to formulate their position respecting other nations' proposals, some of which are regarded as revolutionary, for the forthcoming revision of the North American Regional Broadcasting Agreement (NARBA).

Without a decision of its own regarding clear channels, FCC was unable to offer any specific proposals for region-wide allocations under NARBA. The recommendations, revealed in detail last week, consequently avoid clear channels and stick to such matters as engineering standards, tightening up of the North American Regional Broadcasting Engineering Committee (NARBEC), procedural questions, and verbiage.

Authorities agreed that until the U. S. makes up its own mind—via the clear-channel case—it is difficult to chart a precise course with respect to the proposals of other nations [BROADCASTING, Oct. 6]. It appeared likely that this difficulty would extend throughout the NARBA preliminary engineering conferences which start in Havana next month, since little hope is held for a clear-channel decision before those conferences close.

It did appear certain, however, although FCC would not comment, that there would be particularly strong opposition to the proposals of Mexico, most revolutionary of all the NARBA signatories' recommendations. Industry representatives also were expected to fight not only the Mexican plan but also at least some of the proposals of other countries, including those implied in Cuba's demand for "complete" revision of the present NARBA.

Hearings Start Oct. 20

The recommendations of all signatory nations will be considered in a meeting of government and industry representatives called by the State Dept. for Oct. 17. The preliminary engineering conference getting under way in Havana about Nov. 3 is expected to last three to six weeks. The treaty revision conference itself will be held in Canada, probably Montreal, and is now slated to begin about Aug. 3.

Release of the various countries' recommendations and the approach of the preliminary sessions focused new attention on the clear-channel hearings themselves, now slated to be resumed Oct. 20.

While Mexico's proposals for the NARBA revision called for wholesale reallocation of AM channels, the U. S. recommendations steered clear of references to use of particular channels.

The U. S. plan looked toward adoption of NARBA engineering standards in line with those of the U. S. as revised earlier this year.

The Interim Agreement's provisions for NARBEC would be continued, the committee's powers would be spelled out in greater detail. Many authorities regard this committee as the best assurance of harmony on the airwaves after allocations have been established. In effect, upon request it would investigate operations reportedly creating or liable to create interference and, if NARBA violations were found, would recommend to the stations' "home" countries that they not be permitted to operate. The Committee would be composed of one representative each from Canada, Cuba, Mexico and the U. S. Chairmanship would rotate annually.

A list of all stations in existence at the date of the treaty conference would be made a part of the treaty, under another U. S. recommendation, and thus would have the approval of all signatories. This list heretofore has not been incorporated in the treaty itself.

To clarify the question of protection, the U. S. recommended creation of a new Class 4-S, to be composed of stations operating on regional channels with less than 500 w power. The main purpose, officials explained, is to clarify existing ambiguities; some nations now classify such stations as Class 3 outlets while others call them Class 4's, resulting in inconsistency in the matter of protection. Under the U. S. plan, Class 4-S outlets would not be accorded protection.

Other Proposal

The U. S. also proposed to expand the number of nations in which Class 2-S stations might be assigned. These are Class 2 stations on regional (Class 3) channels and are now authorized in Cuba, Dominican Republic, Haiti and Newfoundland. The U. S. suggested that they also might be used in Alaska, the Bahamas, Puerto Rico and the Virgin Islands, but proposed that in any event they be authorized only upon agreement between the countries affected.

In cases where a clear channel had not been put into use within one year from the date of the agreement, the U. S. proposed further, other nations might arrange for its use without revising the treaty.

The information to be supplied in signatories' initial and subsequent notifications of new stations would be broadened to include studio location, geographical location of antenna in latitude and longitude to the nearest second, the electrical and physical dimensions of directional as well as non-directional antenna systems, etc.

In special cases where construction of a station could not be completed within one year, the term could be extended for another year (instead of six months, as now) by simply notifying the other signatories.

Truman Rates 94.5

AN AUDIENCE of 19,450,000 adult listeners heard President Truman's speech on food conservation Sunday night Oct. 5, according to a survey made for CBS by C. E. Hooper Inc. Mr. Truman's shart of the listening audience was computed at 94.5. His Hooperating for the address was 27; this compares with a rating of 30.7 for the President's last previous evening address, an explanation of his veto of the Taft-Hartley bill, on June 20.

All-Time High

MBS LAST week claimed an all-time record for "national radio attendance," via broadcasting and television coverage of the 1947 World Series. Mutual engineers estimated that the network's potential coverage of 29,089,000 was augmented to record-breaking proportions by the additional coverage afforded by 50 additional U. S. stations and 64 outlets of the Canadian Broadcasting Co. which took MBS feeds during the series.

McCARTHY RATES 15.5 TO LEAD HOOPER LIST

CHARLIE McCARTHY leads the Pacific Hooperatings released last week, with Fannie Brice second and *Suspense* third. The report shows an average evening audience rating of 6.2, an increase of 0.8 over the last Hooper report and a decrease of 0.4 from the rating for the same period in 1946. Average evening sets-in-use was 25.9, up 2.3 from the last report and down 1.4 from a year ago.

Tabulation of first 15 follows:

Charlie McCarthy 15.5; Fannie Brice 13.6; *Suspense* 13.1; *Mr. District Attorney* 12.9; *Truth or Consequences* 12.1; *Life of Riley* 11.7; *Jack Paar** 11.6; *Radio Theatre* 11.4; *Blondie* 10.8; *This Is Your FBI* 10.7; *Meet Corliss Archer* 10.5; *Twenty Questions* 10.2; Bob Hawk 10.1; *Your Hit Parade* 10.0, and *Noah Webster* 9.7.

* Includes first and second broadcasts.

Uridge Quits WJR in Policy Rift; Several Are Considered

OWEN URIDGE, vice president and general manager of WJR Detroit, announced his resignation last Wednesday because of "disagreement with ownership" over station operating policy. His resignation terminates 20 years with the 50,000-w CBS outlet, principal owner of which is G. A. Richards, who also controls WGAR Cleveland and KMPC Los Angeles.

Directing head of the station now is Harry Wismer, assistant to President Richards and director of sports of ABC. Mr. Wismer said that several well-known broadcasters are being considered for the WJR post, but that no determination yet had been reached that a successor to Mr. Uridge would be named. Mr. Wismer has been policy head of WJR for several months.

Mr. Uridge, who joined WJR in 1928 as a salesman, has not announced future plans. He intends to stay in radio, however. Mr. Uridge became vice president and general manager upon the resignation of Leo J. Fitzpatrick in 1946. Mr. Fitzpatrick, who was with WJR from its founding, is now part owner of WGR Buffalo.

Mr. Uridge

Mr. Wismer

A fortnight ago Mr. Wismer announced the appointment of Arch Shawd, former executive vice president of WTOL Toledo, as sales manager of WJR. Tom Harker, former account executive of Mutual and ABC, had resigned at that time after having been with the station only since February. Mr. Harker had succeeded Charles Burke, who returned to WDAY Fargo, N. D., in an executive capacity.

Manufacture Survey

"THE MOST IMPORTANT and significant single industrial census ever taken" will be inaugurated shortly after Jan. 1, 1948, according to an announcement last week by J. C. Capt, director of the Bureau of the Census, U. S. Department of Commerce. Known as the 1947 Census of Manufacturers, it is the first such survey to be taken since the pre-war period in 1939.

Gramling Clarifies AP's Rate Basis

Formula for Newspapers Held Not Appropriate For Radio

THE FORMULA used by Associated Press in calculating its radio stations associate membership fees is based on the quarter-hour rates of the member stations, Oliver Gramling, in charge of AP radio operations, told BROADCASTING last week when he was asked to clarify the new situation, about which many questions have been asked.

AP newspaper fees, Mr. Gramling explained, are based on the costs of serving a city or area, with the AP member papers located there sharing the costs and AP receiving the same income regardless of the number of papers involved. Rates are based on the number of literate persons residing within a ten-mile radius of the point of publication.

Such a formula, he pointed out, obviously would not work for radio, because of the fact that stations located in the same community may have widely different service areas. So after the AP membership at its annual meeting in April 1946 had voted to make radio stations eligible for associate membership in AP, a search for the best formula was begun. Much time was spent in studying coverage maps, engineering contour lines and other such data, he said, before this approach was abandoned because comparable data were not available for all stations and the cost of compiling it was prohibitive.

Then, Mr. Gramling said, AP hired an expert consultant to make a study of station rates and their correlation to service rendered on the theory that the station management in establishing rates was making its own evaluation of its service which by the working of competition would probably approximate the truth.

An exhaustive study, comparing rate structures with power, coverage area, and its population, retail sales volume and other pertinent factors, proved the theory to be correct for better than 90% of the 747 stations which at that time were clients of Press Association, the AP subsidiary then supplying news to radio.

Basis of Fees

In calculating the new fees, as stations became AP members instead of outside clients, the revenue from the 747 stations was added and redivided on the basis of five factors:

1. Minimum general charges, covering administrative costs, rent, and other general overhead. These fees are arbitrarily set at $5 a week for local stations, $10 for regionals and $15 for clear channel high power stations, believed to be a fairer basis than would be secured by application of comparable quarter-hour rates which for this item would tend to undercharge the small stations at the expense of the larger ones.

2. Local, covering the cost of installing and maintaining teletype service, the local loop charge, paper, ribbons, etc.

3. General, covering the station's pro rata share of the cost of collecting and distributing national and international news.

4. Wire, covering the station's share of AP line charges.

These three factors, 2, 3, and 4, are pro-rated among stations on the basis of the formula described above, each station being charged the same part of the total which its quarter hour rate is of the total of the quarter-hour rates of all the AP stations.

5. State or regional, covering the cost of collecting and distributing news in the state or region in which the station is located. This cost is shared by the stations getting this service in each state or region on a proportional rate basis.

As AP is a non-profit service, the fees are set with the idea that the association will receive in revenue exactly the cost of the service rendered, Mr. Gramling stated.

New Stations' Application

Asked about the new contractual relations of stations with AP as they become members instead of clients, Mr. Gramling pointed out that the membership application is the same as that used by newspapers in applying for membership in AP. He added that most newspapers enter AP as associate members because full membership requires them to make all their news available exclusively to AP on demand. Most of them cannot comply with this requirement as before coming into AP they usually have contracts with other news services which have first call on their local news.

If this statement had any implication that radio stations, like newspapers, may some day become full members of AP, with voting privileges and the right to election to the board, it was not stressed by Mr. Gramling. He did state, however that any station objection to accepting membership without voting rights for fear that the newspaper members of the board might act to the detriment of radio was groundless, as 16 of the 18 AP board members have radio as well as newspaper interests.

Pointing out that the agreement between AP and its member stations is a standard membership form, under which AP agrees to supply its news to stations for use 24 hours a day on either sustaining or commercial programs, and the station agrees to abide by the rules and by-laws of AP, to supply AP with local news and to pay its dues, Mr. Gramling said that there had been some misunderstanding of the clauses covering the termination of the agreement.

(*Continued on page 82*)

BMB Total Upped To 504 Applicants

43 More Apply After Date Of 10% Discount

A TOTAL of 504 BMB subscribers as of Oct. 8 was reported last week by BMB, including 490 AM and eight FM stations, three national and three regional networks. Increase of 43 station subscribers in the week was unanticipated, as it has been believed that the stations ready to sign had done so by Oct. 1 to take advantage of the 10% discount offered subscribers coming in by that date.

Contract of the new regional network subscriber, CBS Pacific Network, will not be accepted by BMB pending receipt of similar subscriptions from other networks, by agreement with CBS, it was reported. Procedure is the same as is being followed with the contracts of ABC, CBS and NBC, which are being held up pending the receipt of one from Mutual.

BMB technical committee last week held its first session on the MBS engineering coverage measurement plan, which was presented by E. P. H. James, MBS vice president, to a group of about 40, including guests from networks, agencies, station representatives and the FCC. Many questions about the merits of the MBS plan and the problems it presents were raised in the ensuing discussion, but the committee took no action at that time. Plan will be studied further, it was reported, before the committee makes its formal recommendation to the board for action on it.

New BMB subscribers, not previously announced, are:

KAWT KTAR KYCA KVOA KYUM KWFC KLOK WPDQ WORZ WRLB WBLJ WAYX WQDI WKMO KOAM WFKY KSYL WJEJ WBZA WKMH WLAV WSAM KWNO WSLI KFAB WGY WFNS WBBO WEWO WCBT KBND WHP WDIA WSIX KBST KEBE KWSC KTSI KIMA WJLS WWNR WKNA WBRW WKWK WIBA WQDI-FM.

KNIGHT BERATES RADIO CENSORSHIP

Publisher Says the Air Should Be as Free As Newspapers Are Now

ARE THE NETWORKS imposing the same type "censorship" upon their commentators in not allowing them to voice personal opinion as the FCC is imposing upon stations in not allowing them to editorialize on the air?

They are, says John S. Knight, in an editorial in the *Chicago Daily News*. Mr. Knight, publisher of the *Chicago Daily News, Akron Beacon Journal, Miami Herald* and the *Detroit Free Press*, holds 50% interest in WQAM Miami, 45% in WAKR Akron, and 42% in WIND Chicago. And with experience in both media, he also says that "only the newspapers are free . . . a free press and a free radio should go hand in hand."

Prior to his editorial, he had said before the Chicago Federated Advertising Club that "radio commentators are subjected to censorship and even the station owners are not permitted by FCC regulations to voice editorial opinion of their own."

In answer to that statement, according to Mr. Knight, Elmer Davis, ABC commentator, replied on the air that the only form of censorship exercised by stations was a censorship on blasphemy, obscenity and libel.

" 'As for Mr. Knight's argument that the newspaper is free to speak as it pleases'," Mr. Knight quotes Mr. Davis as saying, " 'he means it is free to speak as its owner pleases'."

Mr. Knight's editorial continues by saying that "CBS . . . commentators are instructed to present both sides of a question but to voice

Ad Libbing

Frank William in Detroit Free Press

no opinion of their own . . . While we may applaud such balanced presentation of the news, it is nevertheless a censorship of opinion . . ."

Disagreeing with Mr. Davis again, Mr. Knight writes that stations are governed by a censorship of sorts on "highly controversial subjects, . . . political talks . . . powerfully entrenched business and pressure groups."

"So far as individual radio station owners are concerned, they are forbidden by FCC regulations to express opinions about anything . . . In recent months, there has been much discussion within Congress and the FCC itself which may ultimately lead to giving radio the same freedom of expression as is now enjoyed by the press. The *Daily News* offers its support in helping to achieve that objective. A free press and a free radio should go hand in hand."

Collapse

That's not a pleasant picture. It's a shot of a New York tenement house that fell apart following the explosion of a nearby ice-house.

No, it's not pretty. And neither is the point we're about to make in this ad.

It's this: a great many businesses are going to fall apart just like that building if they don't get ready for the battle of brands that lies just ahead.

The smart outfits are mending fences now. Putting new vitality into salesmen and advertising that have been coasting along in the buyers market.

And the smart operators are covering the 6th largest city with radio over W-I-T-H, the successful independent. This is the station that delivers more listeners-per-dollar-spent than any other in this big 5-station town.

How about you? Is W-I-T-H on your list?

W·I·T·H

AM and FM

BALTIMORE 3, MD.

Tom Tinsley, *President* • • Headley-Reed, *National Representatives*

TV Clicks at 1600 Pennsylvania Ave.

Premiere Telecast Draws Praise From High Official Levels

TELEVISION staged a command performance at the White House last Sunday.

The event was handled with ease and technical skill.

As a result, television will be invited to future White House events, again and again.

The TV premiere from 1600 Pennsylvania Ave., Washington, drew enthusiastic praise from the highest official levels.

Besides showing interest in how it was done, President Truman was pleasantly surprise at the soft lighting and the precise handling of technical and production details.

With only 48 hours notice, the three Washington video stations now operating merged facilities and talents to bring to eastern viewers the kickoff broadcast for the emergency food conservation campaign. Sharing the television spot light with the President and his "food cabinet" was Charles Luckman, president of Lever Bros., and chairman of the special Citizens Food Committee.

The President loved it, a participant in the telecast said. The moment he entered the Oval Room in the White House basement, scene of many fireside talks, Mr. Truman voiced elation at the lighting, describing it as wonderful. During the program he left his desk to take a look around the engineering setup, located in the old map room. He watched the picture for a while on the engineers' control equipment.

Lighting Perfection

Hit of the telecast was the lighting setup, consisting of three 2-kw incandescent lights directed at the ceiling. As a result, reading of script was simplified since there were no direct lights and less than a third the light used for newsreel shot was employed.

President Truman has been telecast before, and conducted himself well before the cameras.

Mr. Luckman appeared at ease during the telecasts. As chairman of the emergency food drive and president of Lever Bros. with its $15,000,000 advertising budget he had a double interest in the telecast. Others who took part, all of them experienced in public appearances, played their roles with little difficulty.

The entire telecast was directed by Burke Crotty, of WMAL-TV Washington, with Walter Compton, WTTG, Du Mont TV station, as announcer. Camera equipment and technical facilities were provided by WNBW, NBC TV station. Charles Colledge, WNBW field supervisor, was technical supervisor. Bill Simmons and Lefferts McClelland, of WNBW, worked behind the two RCA image orthicon cameras.

The signal was picked up at the White House by a wire link of the Chesapeake & Potomac Telephone Co. and fed to Washington stations and the Washington-New York coaxial cable. Standby radio relay, with parabola antenna, was set up on the White House lawn, aimed toward the NBC Washington master control board in the nearby Translux Bldg. It was installed by Howard Gronberg, WNBW operations supervisor. The coaxial cable took the signal to WABD, WCBS-TV and WNBT in New York, WPTZ Philadelphia and WRGB Schenectady.

Arrangements for the telecast were made through Charles Ross, White House press secretary, by Kenneth Berkeley, WMAL-TV, Carleton D. Smith, WNBW, and Leslie Arries, WTTG.

Mr. Ross had highest praise for the manner in which the telecast was arranged and the lack of confusion. "I can't commend too highly the quality of production and the way in which the program was handled," he said.

The telecast version of the food conservation kickoff program opened at 10:28 p.m. Oct. 5, two minutes ahead of the broadcast program [BROADCASTING Oct. 6]. Network announcers were coordinated by Bryson Rash, of WMAL, ABC Presidential announcer. Introducing the President on the networks were John Batchelder, NBC; Reginald Allen, CBS; Stephen McCormick, MBS; Harold Steppler, ABC.

The program ran one minute over. Secretary Marshall spoke from New York so his talk was not telecast.

FIRST TELECAST from White House was made Oct. 5 when President Truman addressed nation on food conservation. At his left is Charles Luckman, Lever Bros. president and chairman of Citizens' Food Committee, who also participated. Cameraman is Lefferts McClelland, WNBW Washington. All three D. C. stations cooperated in the project.

ANOTHER MILESTONE in television's rapid advancement was duly marked Oct. 5 when President Truman touched off the national food conservation drive from the White House. Facing the cameras along with Charles Luckman, he filled his role well, sparked by an enthusiasm for TV that had prompted him to drift among the cameras and engineering setup for a personal examination of the technical aspects of the pickup.

IOWA RADIO EDITORS FIGHT MAYFLOWER BAN

UNANIMOUS support of NAB President Justin Miller in opposing the curb on free speech implied in the FCC's Mayflower Decision was voted by the Iowa Assn. of Radio News Editors, meeting in Des Moines on Oct. 4. Following a panel discussion on radio editorializing the 53 members attending the meeting adopted a resolution urging the FCC to review and reverse the decision.

Several of the Iowa radio editors declared they have disregarded the ban on editorializing, contending that they are privileged to do so under constitutional guarantees of free speech.

The association reelected Richard Hull, WOI Ames, and Dick Burris, KSO Des Moines, president and vice president, respectively. Jim Bermann, WMT Cedar Rapids, was elected secretary-treasurer.

Oral Argument Held on Nine Cases

Albany Requests, WORL And KMED Among Those Heard

RUNNING THROUGH one of its most congested schedules since the war, FCC last Thursday and Friday heard oral arguments on nine separate proceedings involving 21 broadcast applications, including a new plea by WORL Boston for renewal of its license.

The sessions included the first appearance of former FCC Chairman Paul A. Porter in the role of private counsel in oral argument before the Commission, and saw him belittle the importance of FCC's "local residence" theory as compared to programming when choosing between competing applicants.

Other cases included the first oral argument arising out of FCC's Avco open-bidding procedure in station sales, which came in the proposed sale of KMED Medford, Ore.; the three applications for the frequency which WOKO Albany is to give up under a deletion order; the fight between WKRC Cincinnati and WJIM Lansing over 550 kc, which earlier had brought the first dissent from Robert F. Jones, FCC junior member; and the long-pending Cincinnati-Lexington 630 kc applications.

WORL's Plea

Bethuel M. Webster, New York attorney who was the first statutory general counsel of the old Federal Radio Commission, presented WORL's bid for Commission consideration and grant of its renewal application. FCC had denied renewal, by a 3-to-1 vote, on grounds of concealment of ownership. Mr. Webster denied that WORL's owners—Harold A. Lafount, general manager of Arde Bulova's radio interests, and Sanford H. and George Cohen, attorneys—had "wilfully or knowingly" misrepresented any facts, and insisted that any "mistakes" that occurred were made honestly and in good faith.

He emphasized that there was no motive for fraud and asserted that the record was bare of any evidence of wilful concealment or false reporting. He told the Commission that "fair-minded men" will conclude that FCC "went too far" in denying renewal.

WORL, on 950 kc with 1 kw, daytime only, is now operating on temporary extension of license to Nov. 30, pending action on the plea for reconsideration.

Former Chairman Porter's appearance was in behalf of Commu-

(*Continued on page 74*)

WCBM

We Cover the Baltimore Market

announces the appointment of

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · ATLANTA · HOLLYWOOD

JOHN ELMER, President

GEORGE H. ROEDER, General Manager

"Baltimore's listening habit"...

THE MUTUAL BROADCASTING SYSTEM

WSWN Belle Glade, Fla. On Air as 1-kw Daytimer

WSWN Belle Glade, Fla., new 1-kw daytime outlet on 900 kc owned by Seminole Broadcasting Co., began broadcasting Oct. 5 with a special dedicatory program from Everglades Theatre. Inauguration climaxed four months of construction beset at times by wind and flood.

Manager of WSWN is Tom Watson Jr. Engineer in charge during construction was Conrad S. Clemens, who continues as chief engineer. He was assisted by J. E. Sullenger Jr., engineering staff member. Commercial manager is Mary Foy, formerly with WIRA Fort Pierce, Fla. Other staff members include: George Peters, formerly with WIRA, chief announcer; Billy Eggleston, Tom Lloyd and Larry Parker, announcers; Julia Chappell, traffic manager, and Nellie Holmes Horne, in charge of accounting department. Billy Mathis is office assistant.

NOT THE MAJOR DOMO but new musical director of NBC *Sheaffer Parade* is Eddy Howard (second from l), who is conferring with agency executives and packager of program, following initial broadcast. Group includes (l to r): Lou Place, director of program and West Coast manager of Russel M. Seeds Co., agency servicing pen company account; Mr. Howard; Jack Simpson, agency's Chicago radio director; W. Biggie Levin, Chicago program packager.

For more SALES TOUCHDOWNS in GREATER KANSAS CITY Let KCKN "Carry the Ball"

KCKN has the right formation to tackle your selling problems successfully in Greater Kansas City. That's because KCKN programming appeals directly to the "paying customers" of this in-the-money market. KCKN *thoroughly* covers the Greater Kansas City market, with its nine hundred million dollar (AFTER taxes) buying power. And there's not a second of programming for the surrounding thinly-spread farm and small town market.

Thus, KCKN delivers *your* sales message to the market that counts — *without the rate penalty of out-state coverage.*

KCKN Kansas City

The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY... WIBW & WIBW-FM, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280 CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220 KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3064

Fall RMA Session Planned Oct. 13-16

Radio Week Outline on Agenda At New York City Meeting

ANNUAL Fall conclave of Radio Manufacturers Assn. will be held Oct. 13-16 in New York, with plans for promotion of FM and television receiver sales among topics on the four-day agenda.

Complete plans for observance of National Radio Week Oct. 26-Nov. 1 will be submitted to the RMA board by the Advertising Committee, which is arranging the program in cooperation with broadcasters. Several new projects, including the new apartment television antenna system, will be reviewed by the board.

Monday's agenda includes 10 a.m. meetings by the Coil Section, Metal Stampings and Metal Specialties Section, Record Changers and Phono-Motor Assemblies Section, Special Products Section and Wire Wound Resistor Section. The groups will hold a joint luncheon.

Tuesday's lineup includes 10 a.m. meetings by the Set Division and Parts Division Executive Committees; joint division and committee luncheon; 2 p.m. meetings by the Tube Division and Advertising Committee; 4 p.m. meeting by the Finance Committee.

The board meets Wednesday, starting at 10 a.m. Transmitter Division Executive Committee and section chairmen will meet at 9:30 a.m. Thursday.

Progress of the Radio-in-Every-Room sales campaign will be reviewed by the Advertising Committee, along with Radio Week plans as developed by W. B. McGill, advertising manager of Westinghouse Radio Stations Inc. and Radio Week subcommittee chairman. Presiding at the committee meeting will be Vice Chairman Victor A. Irvine, Galvin Mfg. Corp.

All meetings of committees and sections will be held at the Roosevelt Hotel. The board will meet at the new Institute of Radio Engineers headquarters, 1 East 79th St.

Staff of New Ft. Wayne 1-kw Station Announced

STAFF of the new WFTW Fort Wayne, Ind., 1-kw daytime independent on 1090 kc, has been announced by Edward G. Thoms, of Indianapolis, station's president and general manager. William R. Aldrich, former sales manager of WGL Fort Wayne, is general sales manager. The program director is Rex Moad, previously with WCCP Savannah, Ga., and WGL. Judd Chrisney is continuity supervisor.

WFTW, owned by Fort Wayne Broadcasting Inc., went on the air Aug. 10. Its studios are on the fourth floor of the Purdue U. Bldg., 220 E. Jefferson St., Fort Wayne.

850 to Win!

CLEVELAND'S

Chief

STATION

Yes, 850 on your dial in Cleveland wins you more listeners . . . more profits per dollar spent! WJW's not a chance bet . . . the odds are with you, for consecutive Hooper ratings show high audience figures all day long! WJW gives you more daytime listeners per dollar than any other Cleveland station!

WJW

CLEVELAND

BASIC
ABC Network

850 KC
5000 Watts

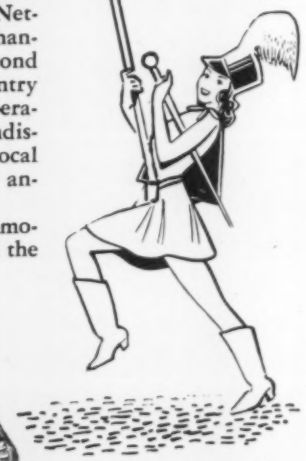
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

KDYL PROMOTION WINS NATIONAL ACCLAIM

The Popular Utah Station Takes Second Overall Prize in BILLBOARD'S 10th Annual Contest

Here is a striking example of the plus values that advertisers get on KDYL. Says *The Billboard:* "In the Overall Division (Network Affiliates, Regional Channel) KDYL's winner of second place impressed with an entry pointing up intensive cooperation with agencies, merchandising displays, store interiors, local advertiser contact, teaser announcements."

Isn't that the kind of promotional support you want in the Utah market?



KDYL Silver Anniversary 1922–1947

KDYL SALT LAKE CITY UTAH'S NBC STATION

National Representative: JOHN BLAIR & CO.

DENHAM IS OVERRULED BY NLRB IN WARL CASE

ROBERT C. DENHAM, general counsel of the National Labor Relations Board, was overruled by the board last week on the anti-Communist provisions of the Taft-Hartley Act in a test case involving WARL Arlington, Va.

The board ruled that Local No. 1215, International Brotherhood of Electrical Workers, AFL, which had petitioned for an election at WARL, could use the services of the NLRB in an official election, because its officers and the officers of the IBEW had signed anti-Communist affidavits, even though the national officers of the AFL have not.

Earlier, NLRB Regional Director Ross M. Madden, at Baltimore, dismissed the union's petition for an election, following Mr. Denham's ruling that no AFL or CIO international union could use the board's services until officers of the parent union had signed affidavits that they were not Communists. The local appealed, and the board ruled in a majority decision. A similar case, at WXYZ Detroit, involving the IBEW, which had originally been scheduled for a bargaining election Oct. 22, has been settled by this ruling, according to union officials.

OBSERVING installation of intra-city television cable at NBC Chicago are (l to r): Paul Moore, NBC Central Division transmission engineer; Herbert G. Hullinger, building cable foreman of Illinois Bell Telephone Co., and Archibald Leckie, building cable splicer. Said to be first such video link to be constructed in Chicago, cable is laid between NBC Chicago studios in Merchandise Mart and central terminal of IBTC.

Frank C. Gow

FRANK C. GOW, 40, station director for WROL Knoxville, died in Knoxville Oct. 6. Formerly connected with CBS and RCA, he joined WROL in June 1946. He is survived by his widow, Mrs. Sarah Gow and mother.

Small-Station Announcing Background Best, Say Managers of Clear Stations

GOOD ANNOUNCERS are trained—not born, according to the managers of 52 clear-channel stations. Jack M. Bain, a graduate student at the U. of South Dakota, who set out to discover what makes a good announcer and decided the best way to find out was to ask the men who hire announcers, has come to this conclusion. The results of his survey were released last week by KUSD, the University's station.

By an overwhelming majority, station managers said the best training for "big time" clear-channel announcing is practical experience with a small commercial station. Ninety-five per cent of the managers said they would give first consideration to a man with small station experience. It's the post-college experience that executives look for in hiring their announcers.

Managers were equally anxious to have announcers who had a liberal college education. Three-quarters of the managers answering the questionnaire preferred the announcer with college training to the man with vocational training and some practical experience in announcing.

Why do some announcers fail to get jobs on clear-channel stations? Managers listed the following speech difficulties as the major reasons: Inability to read script to resemble good speaking; no variety in expression; poor voice quality; no ability to ad lib; poor pronunciation; faulty articulation, and finally, the possession of a regional accent.

College students shooting for announcing jobs should try to combine public speech courses and radio production. The most important, say the station managers, is speech, with emphasis on practical speaking. Training in dramatic arts and stagecraft rated a poor third.

In making the survey, Mr. Bain also asked station managers to rate the deficiencies in announcers now employed. "Lack of variety in expression" led the list of criticisms, with the following deficiencies listed in order: inability to ad lib; inability to read to resemble good speaking; possession of a regional accent; pronunciation; articulation and voice quality.

Mr. Bain also matched the training program of 32 colleges offering a degree in radio, and found that the majority of the colleges supplied the kind of training program station executives thought best. But they were careful to point out that college training is not enough.

The survey was made as part of a master of arts thesis, under Dr. Elbert W. Harrington, chairman of the university's Dept. of Speech, Radio and Dramatic Art.

WWVA

announces the
appointment of

EDWARD PETRY & CO.

as national representatives
effective october 15, 1947

WWVA

A FORT INDUSTRY STATION

wheeling, west virginia
50,000 watts, in the heart of the steel and
coal belt of the nation

Join the Parade of Westinghouse 50 kw AM Transmitters

KMOX

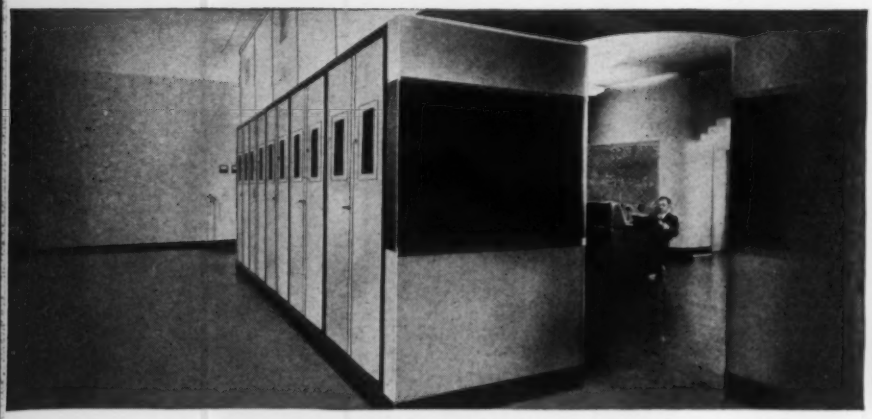
. . . FOR EXAMPLE

This installation of a 50-kw AM transmitter at Station KMOX previews your operating advantages with Westinghouse standard broadcast transmitters.

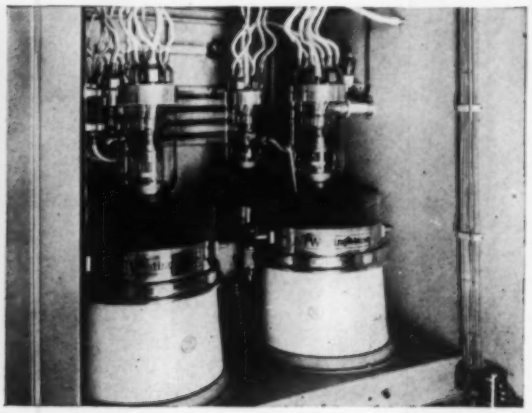
While already operating on 50,000 watts, KMOX engineers estimate the new Westinghouse transmitter installation increases the station's half-millivolt line to include 25% more radio homes, in a 39% larger area, while drawing 25% *less* power. In addition to more efficient use of power input, KMOX enjoyed a big slash in installation costs because of the true cubicle construction. This case is supported by other Westinghouse 50-kw installations that have produced savings in both installation and operating costs.

Continuous improvements have been incorporated in this truly modern transmitter . . . individual voltage regulator for all filament and low-voltage supplies, and a separate regulator for the main rectifier. These regulators, all modulation and power transformers and reactors are of the air-cooled, dry type.

Call your local Westinghouse office, or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa., for full details on 5, 10 or 50-kw units. J-02104



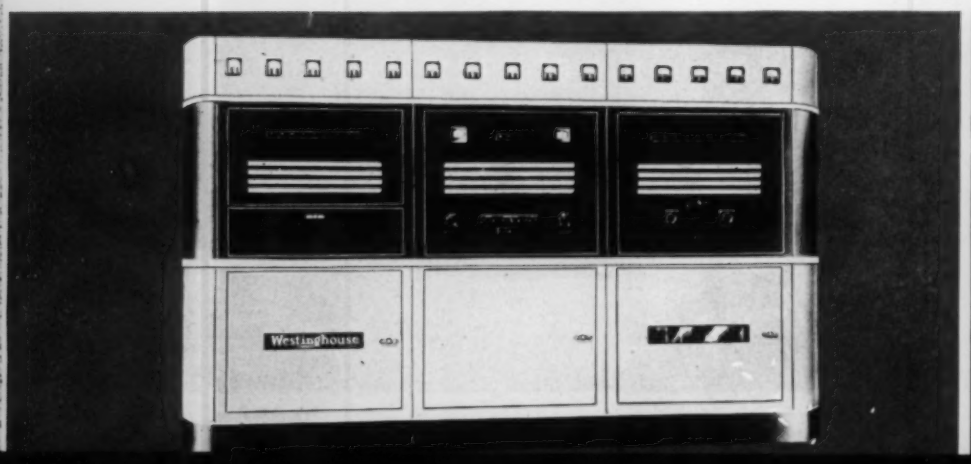
UNIT CONSTRUCTION THROUGHOUT . . . even from the rear these transmitters are "clean", modern in design and easy to inspect through large windows. Ideal for quick, easy installation. Note that wiring duct is part of transmitter base.



SPARE TUBES IN PLACE . . . of course, the high-powered spare tubes are ready for instant connection right in the cubicle. But more than that, they have their own spare transformers . . . no hot filament leads to handle or knife switches to throw!

5 AND 10-KW UNIT cubicle transmitters follow the leadership of Westinghouse in standard broadcast field by utilizing the same sound design features found in 50-kw—even to the point where they have two blowers outside the transmitter proper, one for standby.

SERVICE . . . every cubicle is a completely-shielded unit. Access doors are interlocked electrically for safety. Full-opening doors, adequate clearances, facilitate inspection and maintenance. In addition, 17 Westinghouse Parts Warehouses and 35 Maintenance and Repair Plants and factory-trained sales engineers are ready to serve you at your call.



New Westinghouse 50-kw unit cubicle transmitter installation . . . smart, attractive design is still another feature of this powerful unit. Note how cubicles are arranged to fit station plans.

Westinghouse *Electronics at Work*

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

5, 10 and 50 kw AM Transmitters

1, 3, 10 and 50 kw FM Transmitters

KUSN, INDEPENDENT, BEGINS AT SAN DIEGO

KUSN, new independent San Diego station operating with 5 kw day and 1 kw night on 1510 kc, went on the air Oct. 3, according to Jack Heintz, general manager. Studios and executive offices are located at 1029 Second Ave. in downtown San Diego and the transmitter at 63rd Ave. and Montezuma.

C. Arnholdt Smith, president of the U. S. National Bank, San Diego, is president of the licensee, San Diego Broadcasting Co., and 25% stock owner of station. His brother, J. A. Smith, Los Angeles, is also a 25% stockholder in KUSN.

Paul Jones is station manager, Wilson Edwards program director and Vern Milton chief engineer. Staff announcers include John Black, Harrison Loomis, Bill Hill, Bob Mabry, Hugh Churchill, Ray Blair, Harvey Lee Moore and Richard McCurdy.

Besides Bill Hunter, studio engineer, technical staff includes Harold McClelland, Joshua Sharp and Louis Pheil. Louise Kaufman is traffic manager and Lee Hyde account executive. Lois Butterfield is in charge of continuity, with Diana Matthews heading promotion department.

Partial Agenda Listed For SBC Chicago Meet

REPRESENTATIVES of the radio industry, along with educators, engineers and workshop directors, will take an active part in the School Broadcast Conference's 11th annual meeting at the Hotel Sheraton in Chicago Oct. 27.

Principal organizations leading the three-day session will be the Assn. for Education by Radio and the National Assn. of Educational Broadcasters, who are scheduled to open their sessions the day before.

All aspects of educational radio are expected to be brought up for discussion during the conference, which will hold study groups, demonstrations and radio clinics. One of the highlights of the meeting will be a discussion of "Problems of Educational Station Operation" by Waldo Abbot, radio director of the U. of Michigan.

Others who will head panels include O. C. Wilson, CBC; Kenneth Bartlett, radio workshop director of Syracuse U., Robert B. MacDougall, promotion manager, and David J. Heffernan, WAAT Newark, N. J.

On the Beam

STANDARD OIL Co. of Pa. chose the right man to represent it in liaison work with KYW Philadelphia when the station recently originated broadcasts direct from the Esso booth at the Allentown Fair. His name? —Radio Mike!

JAP-SILENCED KZRC REBORN

Last Station in Philippines to Be Captured Is Back On Air Under Bert Silen's Guidance

PHILIPPINE radio got a shot in the arm late last month when KZRC, "The Voice of Cebu," took the air for the first time since the Japanese occupation.

Mr. Silen

KZRC was the last free radio voice in the Philippines until it was silenced by the Japs. When the island was invaded in 1942, Harry Fenton, who was then manager, moved the equipment into a truck and continued to operate from the hills long after the Manila stations were off the air. When the Jananese finally captured the station, Mr. Fenton escaped, only to be killed later as an officer in the guerrilla force.

Operating with 1 kw, KZRC covers Cebu, Mindanao and the Visayan Islands. With KZRH and KZMB Manila, it is the third link in the Manila Broadcasting Co. chain.

The station's re-birth is said to be due mainly to the efforts of Bertrand H. Silen president and general manager of the Manila Broadcasting Co. and its subsidiary, the Cebu Broadcasting Co. Other network officials include William J. Dunn, executive vice president, and formerly chief of Far East correspondents for CBS, and Wesley H. Wallace, now assistant general manager, and formerly with WPTF Raleigh, N. C.

RCA Victor TV Caravan Closes Its Montana Tour

THE RCA Victor Television Caravan on Oct. 4 wound up three days of demonstration in Montana by playing to a full house in Great Falls.

Montana Governor Samuel C. Ford, who officiated at the opening, proclaimed Sept. 28-Oct. 4 as Television Week in Montana. In addition, Great Falls Mayor Hjalmar Johnson awarded the caravan the key to the city and Louis A. Sposa accepted for the group.

The caravan tied in with the national Community Chest drive by presenting a Junior League Community Chest puppet show. As a special feature, someone was selected each day as "Television Lady of the Day."

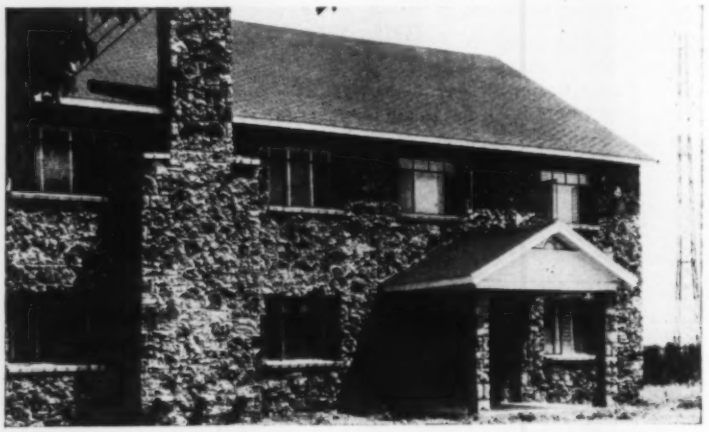
WBZ's Radio-TV Center Cornerstone to Be Laid

CORNERSTONE will be laid for Boston area's new Westinghouse-WBZ Radio and Television Center at ceremonies next Thursday in suburban Allston. Vice President Walter E. Benoit of the broadcasting division will head the list of Westinghouse officials participating. Other speakers include WBZ Manager W. C. Swartley and W. H. Hauser, chief engineer.

Ceremonies will be broadcast 1:30-1:45 p.m. on WBZ-WBZA Boston-Springfield. A tape recording of the program, and other mementos of the day, will be placed in the cornerstone.

Television programs, including NBC network video shows, are scheduled to take the air over WBZ-TV, sometime prior to March 1, 1948.

AMERICAN TELEVISION SOCIETY, New York, is to begin monthly luncheon meetings, plus regular evening meetings, this fall. Luncheons to be held at Hotel Commodore, New York.



APARTMENTS on second floor for some of its staff members are features of WJJM's $60,000 building on a hill overlooking Lewisburg, Tenn. Building also houses studios, transmitter and offices of the 250-w fulltime outlet. WJJM operates on 1490 kc. Its manager is Louis D. Lingner, nephew of the late J. J. Murray, owner of the station, which has been on the air four months.

KYNO TO BE LAUNCHED ON OCT. 15 AT FRESNO

KYNO, a member of the newly-created California-A-Group which also includes KXOA Sacramento, KXOB Stockton, KOLO Reno, KCOK Tulare and KAFY Bakersfield, plans to begin operations Oct. 15 as a 1-kw fulltime outlet on 1300 kc at Fresno, Calif. Station, to be known as "The Voice of Fresno," will have studios and offices in Hotel Fresno and will be a Mutual-Don Lee affiliate.

Nearing completion five miles outside Fresno is the KYNO transmitter building. Transmitter and other equipment will be Raytheon. Twin 190-ft. directional towers are being erected, according to station's owners, Robert Schuler, Sheldon Anderson and Gene Chenault.

Mr. Schuler, who has been with the radio division of Fresno's police department for 14 years, is controlling owner. Mr. Chenault, formerly with Fresno stations KMJ and KFRE and a member of the Army Ground Forces information and education section during the war, is returning to Fresno as co-partner and general manager of KYNO after serving as KAFY sales manager. The third partner in KYNO, Mr. Anderson, is general manager of KAFY and KCOK.

KYNO's program manager is Warren Tufts, who has held a similar post with KAFY. Remainder of staff includes: Leo Goldman, chief of continuity; Bert Williamson, chief engineer, formerly with KTKC Visalia; Ed Deatherage, sales, and Joe Hinman. Station will be represented on the West coast by Western Radio Advertising Inc., and in the East by Adam J. Young Jr. Inc.

MOBILE RADIO CENTER IS NEAR COMPLETION

RADIO CENTER of Mobile, Ala., studio location for WABB and WABB-FM that city, is expected to be completed by Dec. 1 according to *The Mobile Press Register*, owner. The stations are to begin broadcasting about Jan. 1, 1948.

The Radio Center, in the Press Register Bldg., includes a theatre studio, three fully floated studios, two control rooms, two announce booths and supplemental facilities and offices. According to R. B. Chandler, president of the newspaper-radio interest, the Radio Center is designed to take advantage of the latest advances in radio.

Western Electric transmitters and four Lehigh towers in directional array are located on a 40 acre tract 7½ miles northeast of Mobile. WE equipment is employed throughout with exception of an RCA pylon FM antenna.

WABB is assigned 5 kw on 1480 kc and WABB-FM is assigned Channel 300, 107.9 mc, with 51 kw effective radiated power.

EXTRA REACH
GETS EXTRA RESULTS!

KXOK ALONE DELIVERS OVER *22.1% OF THE LISTENING AUDIENCE "MORNING • NOON • NIGHT" IN THE THIRTY COUNTIES SURROUNDING ST. LOUIS

KXOK has an aggressive boarding-house reach when it comes to gathering in listeners for your advertising dollar (Bless that clear signal at 630 on the dial!). In the thirty sales-ripe counties ready for profit picking within a 100-mile radius of St. Louis, KXOK alone delivers over 22.1% of the total listening audience (Bless that clear signal at 630 on the dial!). Twenty other stations from near and far divide up the rest. When you compare KXOK's *reach* and low *rates* — it's easy to understand why KXOK is the St. Louis station that *really rates* with advertisers marketing in St. Louis and the thirty satellite counties that add almost a million population to the St. Louis market potential (Bless that clear signal at 630 on the dial!).

KXOK

ST. LOUIS 1, MO. • CHESTNUT 3700
630 KC • 5000 WATTS • FULL TIME
Owned and operated by the St. Louis Star-Times

* *Based on a comprehensive coincidental survey in the thirty lush counties surrounding St. Louis. Over 109,000 calls were completed by Edward G. Doody and Company. Write KXOK for a summary of this revealing County Coincidental Survey — or call your "John Blair Man," with offices conveniently located in New York, Chicago, Detroit, St. Louis, San Francisco and Los Angeles.*

Broadcast Blackout

THIRTY SECONDS before the start of the *Billy Starr Show* on KMOX St. Louis, the studio suffered a complete blackout. A fuse had blown, and it was too late to change studios. Lloyd Anderson, announcer for the show, ad-libbed an introduction in the pitch-black studio. Billy Starr, m.c., passed the word to his hillbilly band members to play an opening selection they knew by ear. Producer Lambert Kohr arrived with a lantern just in time for Mr. Starr to read his first commercial. Power for the lights was restored midway through the show, and listeners had no inkling that anything had gone wrong.

FCC Asked to Approve KILO Transfer; Other Requests from KPMO KHON KOCO

APPLICATION was filed at FCC last week seeking consent to assignment of license of KILO Grand Forks, N. D., from Dalton LeMasurier to Grand Forks Herald Inc. Consideration is $180,000.

At the same time requests also were received by the Commission to cover assignment of license of KPMO Pomona, Calif., to new partnership including one of present partners; transfer of 25% interest in KHON Honolulu within the present ownership, and involuntary assignment of license of KOCO West Salem, Ore., from B. Loring Schmidt to his wife, Jennie C. Schmidt. The KPMO deal involves a total of $18,733.33 while the KHMO transaction entails $25,000.

Mr. LeMasurier is owner and general manager of KDAL Duluth, Minn., in addition to KILO. The assignee is publisher of the daily *Grand Forks Herald*, and is owned 60% by Ridder Publications. Ridder is majority owner of Northwest Publications, which in turn holds 50% interest in WTCN Minneapolis. Ridder also is 95% owner of Aberdeen American News Co., permittee of KSDN Aberdeen. Ridson Inc., which owns WDSM Superior, Wis., and is permittee of WEVE Eveleth, Minn., is composed of persons who have either interest or office in Ridder and *Grand Forks Herald*.

The *Herald* holds a construction permit for AM station but would return it to the FCC if acquisition of KILO is approved. KILO operates on 1440 kc with 1 kw daytime and 500 w night.

The KPMO transaction involves assignment of license from present partnership of Myron E. Kluge and Dean H. Wickstrom to a new partnership composed of Mr. Wickstrom and Dr. Warner H. J. Sorenson. Mr. Kluge receives $15,000 for his 55% interest. In the new partnership Mr. Wickstrom holds one-third interest and Dr. Sorenson two-thirds interest. Mr. Wickstrom receives $3,733.33 for 11.3% of his interest which is taken by his new partner. KPMO is assigned 500 w on 1600 kc.

L. Roy Turner, vice president and sales manager of KHON, acquires at par value 2,500 shares (25%) of the holdings of R. M. Fitkin, president and 49.9% owner. J. C. Hardy, secretary-treasurer, retains his 50% interest. KHON facilities are 250 w fulltime on 1400 kc.

The KOCO action constitutes assumption of station responsibility of Mrs. Schmidt who has worked with her husband since the station's inception. She has been appointed guardian of her husband's estate by Polk County Court. Mr. Schmidt suffered a nervous breakdown and is temporarily incapacitated. According to the application, this was brought about by excessive strain and overwork in connection with the construction and initial operation of KOCO. Stations is assigned 250 w fulltime on 1490 kc.

DR. I. Q., Lew Valentine (r), commissioned a special deputy sheriff of Bexar County, Texas, queries Sheriff Owen Kilday on rights and privileges that go with the job. Commissioning took place while Dr. I. Q. was in San Antonio through courtesy of his sponsor, Mars Inc., to participate in silver anniversary celebration of WOAI.

These are the WIBW twins, folks—A.M. and F.M. A.M. is a little the older. He was born at 19:24 and has a voice that can be heard all through Kansas and into adjoining states.

Little F.M. was born at 19:46, but *he's* got a voice that even a thunderstorm can't drown out.

Every day, more and more people in and around Topeka are listening to his appealing, compelling tones.

So keep your eye on the little one. With his exceptional voice . . . plus the inherited WIBW family sales ability . . . WIBW-F.M. is a "natural" for results in the Topeka market.

WIBW Topeka KANSAS WIBW-FM

Serving the First Families of Agriculture

CBS

Rep.: CAPPER PUBLICATIONS, Inc.

BEN LUDY
Gen. Mgr.
WIBW-KCKN

DON LEE REGIONAL BILLINGS ARE UP 15%

GROSS time sales on Don Lee Broadcasting System were estimated at more than $3,000,000 this year on regional basis by Sydney Gaynor, general sales manager. This figure, which includes cooperatives, marks an all time high and is 15% above last year's billings.

The $3,000,000 figure does not include business from MBS, local sponsors or spot announcements. Another $4,400 weekly will be added to the figure when regional sponsors are found for the new cooperatives *Information Please*, *Meet Me at Parky's* and *The Shadow*. It is estimated 34% of all regionally sponsored programs on the West Coast are aired over the Don Lee network.

Congratulations to
JACK MINTON

on his appointment as

Chairman of the Style Committee of the National Association of Retail Clothiers and Furnishers

In the Nashville market area are thousands of smartly-dressed men who are not surprised at this well-deserved recognition. For eleven years, Jack has conducted WLAC's "Style Talks for Men" on behalf of his store, the Petway-Reavis Company. During this period, he proved two things: first, that he knows men's fashions from head to toe . . . and second, that only thru radio could he have built the kind of personal, loyal following that helped quadruple the size of this store and the volume of his business.

Mr. Minton says: "The research necessary to the creation of the subject-matter for my radio talks has given me an insight into the fundamentals of correct attire that I probably could have gained in no other way."

From "Men's Wear": "Hundreds of retailers from different sections of the country have asked Minton for advice about the writing, preparation and production of radio shows. He points out 'there is *no short-cut to a* successful radio show.'"

"Gateway to the Rich Tennessee Valley"

WLAC
NASHVILLE

50,000 Watts

Represented by the Paul H. Raymer Co.

Weber Named Manager Of 2 Coast FM Stations

HAROLD D. WEBER, general manager of the Oakland, Calif., Chamber of Commerce since 1938, has been appointed general manager of the Pacific Broadcasting Co. radio interests, KSFH San Francisco and KFEY Fresno, Calif., both FM stations. Forrester Mashbir has been named program director of KSFH, scheduled to go on the air this month.

Mr. Weber

Mr. Mashbir formerly was director-writer for music productions in the program department of WTTG Washington, DuMont video outlet. During the war he was with AFRS and prior to that in radio production in Los Angeles and Honolulu.

Mr. Weber has been known in Northern California public life since 1919 when first appointed executive secretary to the mayor of Oakland.

KSFH is assigned Channel 235, 94.9 mc, with 15.8 kw effective radiated power. Pacific Broadcasting holds a conditional grant for KFEY, assigned Channel 238, 95.5 mc.

Buyer in the Air

LISTENING to his headset in an airline transport, a passenger heard a WFTW Ft. Wayne spot, advertising a gift shop sale of two-headed pottery dogs. A few hours later, the gift shop received a telegram ordering three dogs. The passenger radioed Western Union from the plane.

Matthews Is Radio-TV Head of Army Pub. Info.

MAJ. THOMAS O. MATTHEWS, former general manager of KDLK Del Rio, Tex., last Tuesday was named chief of the Radio and Television Section of the Army's Public Information Division, succeeding Capt. Leonard Schmitz, who is leaving the Army. Maj. Barney Oldfield, who held the post temporarily, has been assigned director of Special Projects, Dept. of National Defense. During the war Maj. Matthews was in the European Theatre for three years as executive officer of the 95th Evacuation Hospital Unit.

Also reporting for duty this week with the Radio & Television Section is Capt. Edwin Kalbfleisch, to be in charge of script production.

LEIGHTON H. BLOOD, formerly with U. S. Treasury Dept. and before that NBC trade news editor and WEAF New York public relations director, has been appointed campaign manager of New York Citizen's Committee to repeal proportional representation.

SEATED at the console of WGUY Bangor, Me., new Guy Gannett Broadcasting Services outlet, is Roger W. Hodgkins, chief engineer of the Gannett organization. With him is Sam Henderson, manager of the new station. WGUY went on the air Sept. 20 in a new building, with a staff of 13. Gannett Services also operates WGAN Portland.

* * *

WGUY PORTLAND, ME. LAUNCHED ON 1450 KC

SISTER STATION to Guy Gannett Broadcasting Services' WGAN Portland has begun operations in Bangor, Me., with call letters WGUY. Operating on 1450 kc, the new station is affiliated with ABC, and will be on the air 6:30 a.m. to 12:05 a.m.

Station Manager Sam Henderson, long in Maine radio, opening the station in dedicatory ceremonies, pledged it to the service of the community.

Three studios, offices, control and storage rooms, and a unique observation room in the largest of the three studios, are contained in the new brick and glass block building. The station is General Electric equipped throughout. Building was designed by Creighton Gatchell and Roger Hoskins.

Staff includes: Harvey M. Grant, commercial manager; Francis Farnum, sales department; Hugh Mackinnon, chief announcer; Pete Arnold, Charles Sanford, and Gerald Lewis, announcers; Keith Jardine, Lauris MacGown and Wallace Edwards, engineers; Carro Davies, programming; Elizabeth Kihlmire, continuity, and Phyllis MacDonald, receptionist.

Simmons Promotes

THE SIMMONS Co., New York, is planning an extensive Christmas promotion for its improved electronic blanket, including station breaks and one minute commercials which will be offered as part of a merchandising aid to dealers throughout the country. Agency for Simmons Co. is Geyer, Newell & Ganger, New York.

GOOD CROP!

The Nashville area isn't a *one-crop* market. . . . It's a strong, stable buying territory based on a wide range of business and industry, as well as farming. . . . And a net farm income of 121,471,000 dollars yearly, puts plenty of buying power on the farm. . . . So, for a good crop of sales, reach your share of this audience while they are tuned to favorite shows broadcast by WSIX.

AMERICAN
•
MUTUAL
5,000 WATTS
980 KC

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY!

It takes all kinds of people

...TO RUN A RADIO STATION

Caricature by BASIL WOLVERTON, originator of the spaghetti and meatball school of art and portrayer of Lena the Hyena

EARL E. E. PETERSEN *Technical Supervisor*

The technician is to radio what the cameraman is to the movies — he can make you or break you. Writers, performers, producers — all are at the mercy of the man who twists the dials on the control panel. At KGW, when there is a difficult pickup in the offing, the call goes out for "Pete", the Houdini of the control pots. Pete has handled hundreds of remotes, many of them "firsts" for Portland radio; first broadcast from a submarine, first from the summit of Mount Hood, first from an amusement park roller coaster, first from the Hanford, Wash., atomic bomb plant on a coast-to-coast hookup, etcetera, etcetera *and* etcetera. During one year our doughty technician supervised or officiated at 1313 remotes, undoubtedly a record of some sort. They say a man who works hard needs an after-hours hobby, and Pete has his — his own short wave station, W7KF. Twenty-five years ago, when KGW first went on the air, people used to write, "program coming in fine". KGW programs are still "coming in fine!" thanks largely to Earl E. E. "Pete" Petersen.

KGW
PORTLAND, OREGON
AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

SOUTHWEST VIRGINIA'S PIONEER RADIO STATION

WDBJ

COVERS NOT ONE . . .

BUT MANY MARKETS

★ *Fruit Growing*

is a major industry in the "Mountain Empire"

Apples and peaches grown in WDBJ's coverage area this year totaled about 700,000 bushels. Over 500,000 bushels were grown in Roanoke, Botetourt and Franklin counties, where WDBJ's average coverage is 96.7%.

Orcharding is but one industry in the rich, diversified market reached by WDBJ — a market where sales volume stays up the year round! WDBJ *alone* adequately covers Roanoke and most of Southwest Virginia, a region in which are concentrated nearly 125,000 radio homes. Ask Free & Peters!

CBS • 5000 WATTS • 960 KC

Owned and Operated by the TIMES-WORLD CORPORATION

ROANOKE, VA.

FREE & PETERS, INC., *National Representatives*

WDBJ

BACKSTAGE script conference just before combined networks broadcast for 1947 Community Chests of America campaign found these Hollywood volunteers ready for participation. L to r: True Boardman, writer-director of N. W. Ayer & Son; Glenhall Taylor, agency's Hollywood radio manager, who directed West Coast cut-in; Dorothy Lamour, radio and film actress; Dick Day, radio director of Los Angeles Community Chest. Cooperating networks were NBC, CBS, ABC and MBS. Program also was carried on independent stations and CBC, and was shortwaved overseas.

New Georgia AM Outlet Opens With FM Pickup

NEW DAYTIME station of Georgia-Alabama Broadcasting Corp., WGBA Columbus, Ga., began operations on Oct. 4 on 620 kc with a power of 1000 watts. Reversing the usual procedure, the new AM daytime outlet will carry programs from the WGBA-FM station which has been in operation since December 1946.

Since then, Manager A. E. (Bill) Mickel has gradually increased FM hours of operation. All that was necessary when the AM outlet went on the air was a flip of a switch, and the same program was on both stations.

Program director of the new station is Bill Rhodes Jr., who held same post at KTYL Mesa, Ariz., which Mr. Mickel managed before coming to Columbus in July. Production manager is Jack Wisely; sales manager, Bill Massie, formerly of WRBL Columbus. WGBA is affiliated with Columbus *Ledger-Enquirer* newspapers and operates as independent. Both AM and FM outlets are represented nationally by The Branham Co.

ABC Show Praised

CRIME prevention programs, typified by ABC's *This Is Your FBI*, have drawn the praise of J. Edgar Hoover, director of the Federal Bureau of Investigation. In a letter to Mark Woods, ABC president, Mr. Hoover declared "... I consider the radio program *This Is Your FBI* a means of developing better citizens and as such I feel that there should be no change in the time of its broadcast because it is presented now at an hour when a maximum audience is available." Program is heard over ABC Friday at 8:30 p.m.

IF WINTER COMES . . .

Workers Struggling to Finish WFMI Transmitter

THE BREATH of winter is blowing down the necks of workers hurrying to finish the transmitter tower for WFMI, FM station of WHEB Portsmouth, N. H. The tower is on the middle peak of Saddleback Mountain, where the winds blow wild and free, so the work has a Dec. 1 deadline.

Transmitter building, of concrete and steel, is being constructed upon solid rock 1,124 feet above sea level. WFMI will operate with 20 kw effective radiated power on 97.3 mc. Despite the fact that maintenance engineers living in the transmitter building will be snowed in most of the winter, their two-way shortwave radio will keep them in touch with studios in Portsmouth and Concord.

There is an emergency 50-kw power plant available in case of power failure. All equipment has been moved up to the site over a 1½-mile road slashed into the side of the mountain.

Bert Georges is in charge of radio interests of the station's owner, Charles M. Dale.

KMBC-FM Power Plea

KMBC-FM Kansas City has applied to FCC for authority to operate with 465 kw effective radiated power. The application came as the station, now authorized to use 30 kw, moved into its permanent assignment on Channel 263 (100.5 mc), and lengthened its broadcast day to cover the period from 12:55 to 9 p.m. KMBC-FM is licensed to Midland Broadcasting Co., headed by Arthur B. Church, pioneer AM and FM broadcaster, and has been on the air daily since June 1944.

KERR uses

SPOT RADIO

PRECISELY

where Canning Crops

and Canning Customers

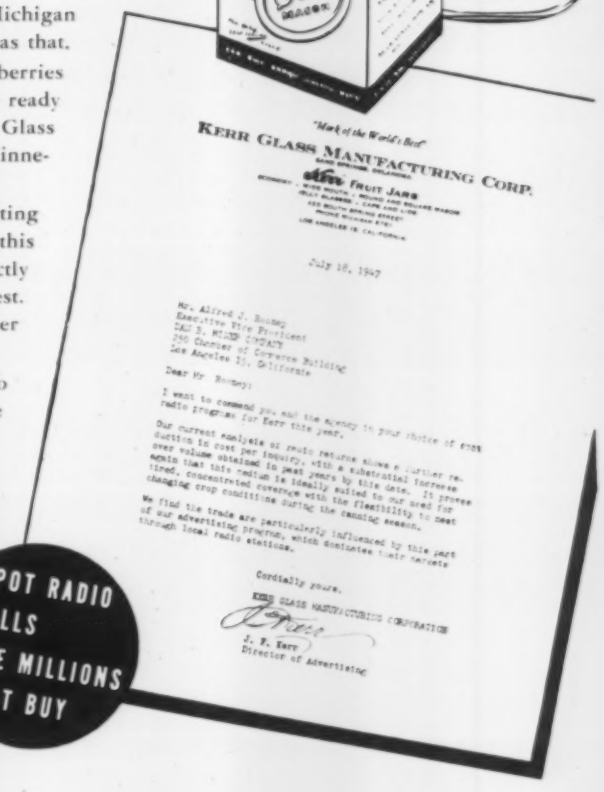
are RIPE for picking!

The peak of the berry crop arrives in Michigan ... and all good housewives start canning. It's as simple as that.

Those gals don't care that the Indiana berries came in last week ... or that Minnesota berries won't be ready for ten more days. Not at all. But you can be sure the Kerr Glass Manufacturing Corp. cares. They want sales in Indiana, Minnesota, Michigan ... and in 45 other states, too.

Obviously, they need fast-moving, hard-hitting advertising, *and they get it with Spot Radio.* For 10 years this flexible medium has been used from coast to coast ... exactly when and where crop and selling conditions were ripest. Today, requests for the Kerr Canning Booklet are greater than ever, and cost-per-inquiry has hit a new low.

Ask your John Blair man how Spot Radio can solve your toughest selling problems. Chances are he'll come up with the answer.


"Mark of the World's Best"

KERR GLASS MANUFACTURING CORP.

Kerr FRUIT JARS

July 18, 1947

Mr. Alfred J. Rooney
Executive Vice President
JAC D. BLAIR COMPANY
360 Chamber of Commerce Building
Los Angeles 13, California

Dear Mr. Rooney:

I want to commend you and the Agency on your choice of spot radio programs for Kerr this year.

Our current analysis of radio returns shows a further reduction in cost per inquiry, with a substantial increase in volume obtained in past years by this date. It proves again that this medium is ideally suited to our need for timed, concentrated coverage with the flexibility to meet changing crop conditions during the canning season.

We find the trade are particularly influenced by this part of our advertising program, which dominates their contacts through local radio stations.

Cordially yours,

KERR GLASS MANUFACTURING CORPORATION

J. F. Kerr
Director of Advertising

SPOT RADIO SELLS THE MILLIONS THAT BUY

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

Offices in Chicago • New York • Detroit • St. Louis • Los Angeles • San Francisco

Per Inquiry Offers Flood Managers

Industry Is on Record Against Proposals, NAB Reminds

SURGE of per inquiry offers confronting station managers comprises the most intensive effort in recent years to obtain advertising time without paying customary advertising rates, according to the NAB Dept. of Broadcast Advertising.

Heading the list are propositions from two concerns anxious to take advantage of peak interest in the national autumn sport—football.

All per inquiry proposals are against NAB policy, J. Allen Brown, assistant director of Broadcast Advertising, is notifying firms submitting such deals to stations.

Offer of "25c net for every order you produce" was made to stations by Henry J. Kaufman & Assoc., Homer Bldg., Washington 5, D. C. It covers a football book titled *Everybody's Football*, selling for $1.

"Now we know that Harry Wismer is a fast, exciting fellow when he's behind a mike . . . but believe us he's calm, cool and collected when it comes to a business deal . . . and you should have seen Harry 'go' for this book," Jeffrey A. Abel, of the Kaufman agency, writes in a letter to stations.

"We are ready to offer you 25c net for every order you produce and we know you'll get hundreds of them because we've already tested our offer on a half-dozen stations here in the East."

The agency is "prepared to offer you a five-minute transcription, made by Harry Wismer with quotes from Sammy Baugh, Lou Little and Paul Bryant and directed by Robert Maurer, to be run on your station at once."

On the ground that a football book lives "a short but merry life," Mr. Abel writes: "any P. I. deal stands or falls on the speed with which it stimulates response. Pick something that's currently 'hot,' . . . give it the works for a few weeks or months (as long as it pulls) and then drop it for something else that is more suited to the season."

Second P. I. football offer was submitted by David T. Williams, Advertising & Art, 1040 Jefferson St., McKeesport, Pa., on behalf of Stars On Stripes Games Co., of Pittsburgh, making a "world famous football game," and offering "a liberal rate of compensation."

Offer on Game

The offering letter, signed by David T. Williams, says, "The game sells for $2, plus C.O.D. mailing charges. This price is the same as when sold by all leading department stores. Your profit is 60 cents on each game sold.

"Permit us to suggest that you sell the game in one of your sport shows, or through 30-second announcements, spotted during the day." The letter explains that the selling season continues through the holidays and well into February.

In writing to these two agencies, as well as to others which make per inquiry offers, Mr. Brown said:

"NAB member stations are not in the business of handling contingent advertising propositions. Over a period of many years, radio has firmly established its position as an advertising medium which gives full value received to those who use it wisely and well. For stations to accept or do business on the basis you suggest is considered not only bad business practice, but in violation of all the ethics of advertising. We call your attention to the attached resolution, unanimously adopted at the 1946 NAB convention.

"We invite you to use the medium of radio on the basis of stations' quoted card rates. In that event, we are sure you will find that stations are willing to cooperate 100% and that the results of radio advertising, wisely and efficiently applied, will more than justify the expenditure."

The resolution, adopted last October in Chicago, asserts that P. I. offers "are declared by this association to open a way to unfair and discriminatory practices, and to be an undermining of the entire structure of American radio. . . . It is the will of this association, therefore, that all such requests should be denied by its members and discouraged by every other means at their disposal."

Firm stands against acceptance of such offers were taken at recent meetings of the NAB Sales Managers Executive Committee and the Small Market Stations Executive Committee.

Other P. I. Offers

Among other current P. I. offers which have come to the attention of NAB are these:

Rockmore Co., 87 W. 57th St., New York 19, marketing a shampoo for children and offering stations 33⅓% of each sale of the $1 product.

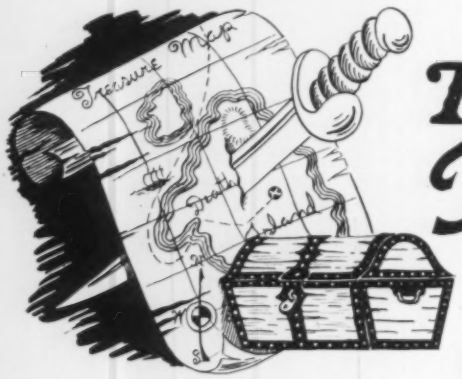
Quality Music Co., 1832 Seventh St., N. W., Washington, D. C. which offers stations 10% of gross sales. "Your free time can bring you revenue by using it to advertise records," the store writes. The store sells phonograph records, shipping them C.O.D.

Christy Humburg Adv. Agency.

(*Continued on page 38*)

Dog-gone

IT PAYS to advertise—or does it? KGBS Harlingen, Tex., received the following testimonial from one of the participants on its early morning *Trading Post* show: "Wish to thank you for your help in disposing of my Collie pups. I sold four of them the next day; then while away someone came and stole the other one."

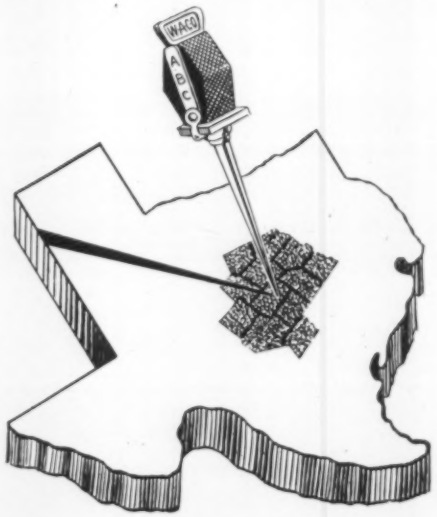


TWO Treasure MAPS

IT'S simple to find the treasure chest---if the old, faded map is correct. Just so many paces from the tree stump, to the hill crest, to the boulder, etc. And then---gold doubloons, rubies, diamonds, pieces of eight---

Another treasure map---one we know is accurate. It offers a rich market to advertisers. W-A-C-O's coverage map includes a 16-county area with $370,000,000 in retail buying power.

In this growing market, surveys and mail count prove that W-A-C-O dominates as one of the best advertising media.



1000 WATTS 1460 Kc

WACO

WACO, TEXAS

TEXAS STATE NETWORK

AMERICAN BROADCASTING COMPANY

• NATIONAL REPRESENTATIVE: WEED & COMPANY

"Pilon"

"Pilon" is more than a word in the Southwest . . . it's an old trading custom traced back to our neighbors in Old Mexico. "Pilon" is something extra you get for nothing in connection with a bargain. The custom has been largely dropped in modern day business. But we at KABC still like it—KABC likes to give you more than you pay for. So, in addition to that 50,000 watt coverage on 680 kilocycles, KABC gives its advertisers "Pilon" in the form of greater coverage than any other San Antonio radio station *plus* an intensive, on-the-scene, merchandising program. The minute your advertising starts at KABC, our wide-awake, aggressive merchandising department goes into action with its complete supplementary service.

KABC's complete merchandising service includes personal calls to distributors, brokers and wholesalers and personal calls and direct mail pieces to retailers; publicity in its dealers' bulletin which reaches 4500 concerns and also in the "Radio Post," free listeners' publication; arrangement for effective display and location of your product in retail outlets; working out local details of contests, sales promotion and other selling methods; scheduling newspaper ads and courtesy announcements; efficient direct mailing and special display placement—at cost or less—and numerous other "extras" to boost your program and your sales.

Advertisers know that KABC's huge audience plus the merchandising service as a "Pilon" puts their radio advertising in the top brackets for returns. That is why more and more advertisers are using KABC every day. Contact your John Blair representative for more details.

Represented by JOHN BLAIR & CO.

50, 000 WATTS DAY • 10, 000 WATTS NIGHT

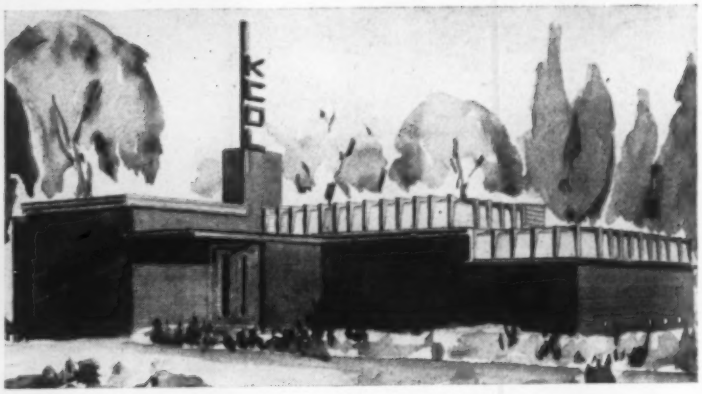
ABC AFFILIATE • TEXAS STATE NETWORK

50,000 WATTS ON 680 KILOCYCLES DOES THE JOB

SMPE Meet to Witness RCA Large Screen Video

DEMONSTRATION of the RCA system of large-screen television will be featured Oct. 23 at a video session of the Society of Motion Picture Engineers convention at the Hotel Pennsylvania, New York. Accompanying the demonstration two RCA engineers, I. G. Maloff and R. V. Little, will present papers on optical problems and other details of the development of the RCA large screen system.

Convention agenda also includes discussion session on installation and operation of theatre video equipment, led by Dr. Alfred N. Goldsmith, radio engineering consultant, and a report on the Kodak television recording camera, to be made by W. Feldman, J. L. Boon and J. Stoiber of Eastman Kodak Co.



KCOL Fort Collins, Col., celebrated completion of its first six months on the air last month by dedicating its new, modernistic red brick building, which contains two studios, a record room, news room, control room, shop, lobby, business office and two private offices. The station, a 250-w fulltime outlet on 1400 kc, also maintains a sales office and auxiliary studio in Fort Collins' Armstrong Hotel. KCOL also has opened a branch studio in Loveland, Col.

NOW

WORKING TOGETHER
FOR YOUR BETTER BUSINESS

WEED & CO.

Outstanding in the Station
Representation Field Since 1936

and

WCBM

Outstanding in the Coverage of
the Profitable Baltimore Market

WCBM

John Elmer, *President* George H. Roeder, *General Manager*

Exclusive National Representatives
WEED & CO.
New York, Chicago, Boston, Detroit, Atlanta, Hollywood, San Francisco

A 'FLOSSY' DEAL
Sponsor President Composes Transcribed Jingles

THE PRESS release simply stated:

"Flossy Dental Company (dental floss) Chicago has contracted for 13 weeks sponsorship of *Melody Time*, 6:30-7:00 p.m. CST on WJJD Chicago."

But the transcribed *Melody Time* is undoubtedly radio's most expensive recorded local program. A recent broadcast cost the sponsor over $4,000 in talent alone. Why does Flossy spend this kind of money? Because Flossy's president William M. Muchow is not only crazy about music but also a very smart gentleman. For the past eight weeks Mr. Muchow has laid it on the line to employ Chicago musicians and talent to sing the praises of Chicago, Flossy dental floss, and —and most important, the original compositions of Mr. Muchow.

The Flossy president figures its money well spent since all his original music played on the WJJD program is re-recorded for an album which sells for $10.00 a copy. Placed by Gunther-Bradford Advertising Co., Chicago, the account is expanding into spot radio shortly.

Per Inquiry

(*Continued from page 36*)

Paul Brown Bldg., St. Louis 1, noting that it buys time on *Housewives Protective League*, offers stations 35 cents for each $1 sale of the "Bakerman" described as a "sensational humidifier."

A & C Chemical Co., Box 4352, Atlanta, submits a proposition by which stations get $1 on each $3 C.O.D. order for Caine's A. C. mixture for asthma, hay fever and catarrh.

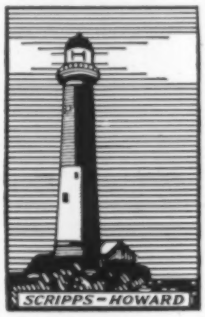
An offer by Makelin Assoc. Adv., 32 W. Randolph St., Chicago 1, offers the highest compensation of any P. I. proposal — 50 cents for each sale of $1, Rodan, made by Walsh Laboratories. The agency proposes to buy time, but suggests stations continue carrying commercials until they pay off on this basis.

Rockdale Monument Co., Joliet, Ill., mentioning that it uses WJJD Chicago and WLW and WCKY Cincinnati about nine months a year, offers 60 cents for each inquiry received for its catalog. According to the offer, the company sells a monument or marker of finest granite aggregate for $9.95.

Direct Sales Agency, 4609¼ De Longare St., Hollywood 27, offers the same high compensation as the Makelin agency, 50 cents for each $1 cosmetic kit.

CANADIAN GOVERNMENT, Dept. of National Defense, Ottawa, is understood to have set aside about $14,000 for radio advertising for forthcoming recruiting campaign. Ronalds Adv. and MacLaren Adv., both of Toronto and Montreal, are handling the account.

first Everywhere!



There *must* be a reason for the first place ratings of *all* Scripps-Howard radio stations! The networks are different... station strength is different ...the areas and markets covered are vastly different. Yet each station rates FIRST in listening audience according to the latest C. E. Hooper index of total rated time periods. The only common denominator applying to all of these stations is SCRIPPS-HOWARD OPERATION.

first IN CINCINNATI...

WCPO MBS

FIRST... according to the latest C. E. Hooper Total Rated Time Periods (August, 1947)

WCPO	2nd Station	3rd Station	4th Station	5th Station
30.6	12.2	15.2	22.8	18.2

first IN MEMPHIS...

WMC NBC

FIRST... according to the latest C. E. Hooper Total Rated Time Periods (July-August, 1947)

WMC	2nd Station	3rd Station	4th Station	5th Station
27.2	12.7	23.6	10.0	21.0

first IN KNOXVILLE...

WNOX CBS

FIRST... according to the latest C. E. Hooper Total Rated Time Periods (March-April, 1947)

WNOX	2nd Station	3rd Station
43.7	28.8	27.1

first IN CLEVELAND... WITH TELEVISION

WEWS—TV

It's coming soon . . . Cleveland's first television station. Application pending for AM and FM. You can always expect the best from Scripps-Howard stations.

The Scripps·Howard Stations

REPRESENTED BY THE BRANHAM COMPANY

SALES STUDY TO TEST PULL OF BRAND NAMES

THE TYPICAL small American city of Greenfield, Mass., will be the test tube for an experiment in the relative effectiveness of various sales promotions, sponsored jointly by the Brand Names Foundation Inc., New York, and the Greenfield Chamber of Commerce.

Local manufacturers, retailers, advertising agencies and related groups for two weeks beginning Oct. 20 will join in a concerted campaign to stimulate buying of brand-name products by the 55,000 persons in the Greenfield trading area. Comparative sales records of branded products will be kept by retail stores in Greenfield during the two-week test period. Fact Finders Assoc. will make "before" and "after" surveys of the Greenfield public's reactions to the promotion.

Constant reminders of the advantages of brand-name buying will be presented during the campaign by the Greenfield radio station, WHAI, and the Greenfield *Recorder-Gazette*.

Copyright Debated

PROPOSED Inter-American Copyright Convention, signed in 1946 but ratified by only a few countries, was debated at the American Bar Assn. convention in Cleveland but no action was taken. Despite qualified approval by one committee and disapproval by another, the ABA House of Delegates tabled the question. NAB is opposed to ratification of the treaty.

NEW PREMIUM, the Pep "Gy-Rocket," is being offered on MBS "Superman" program, sponsored by the Kellogg Co.

MANAGEMENT

JOSEPH A. LENN has been elected vice president and director of sales of WHLI and WHNY (FM) Hempstead, Long Island. Mr. Lenn entered commercial radio early this year in sales department of WHLI-WHNY, and later was promoted to account executive and local sales manager. **CLIFFORD EVANS**, vice president and director of public affairs for WHLI-WHNY has been named chairman of radio for Nassau County Chapter for infantile paralysis.

EDWARD J. NOBLE, ABC board chairman, has been named general chairman of Salvation Army 1948 maintenance appeal. He also was awarded a scroll in recognition of service in same post last year.

JAMES O. HARDIN Jr., formerly with WSB and WATL Atlanta and WMGA Moultrie, Ga. in executive program capacities, has been named station manager of WBHF Cartersville, Ga., During the war Mr. Hardin was a combat correspondent in the Pacific and was decorated for meritorious service.

Mr. Hardin

WILLIAM TRAVIS has resigned as general manager of WMLO Milwaukee.

ROBERT W. BOOTH, vice president and general manager of WTAG Worcester, has been appointed to governing board of Worcester Junior College.

FREDERICK LYNCH Jr., ABC personnel manager, has been named director of personnel for ABC.

EARL H. HUTH, Milwaukee radio and newspaperman and faculty member of Marquette U. College of Journalism for past 12 years, has been appointed manager of WHBY Appleton, Wis. Mr. Huth has worked with WTMJ and WISN Milwaukee as writer - producer, and was director of Marquette U. Radio Workshop for more than five years.

Mr. Huth

TED JONES, former station manager of WKIP Poughkeepsie, has been appointed station manager of WHOB Gardner, Mass. He succeeds the late **WILLIAM M. HARRIS**.

GORDON CUMMINGS has been appointed general manager of CJDC, new 1-kw station on 1350 kc, expected to go on the air at Dawson Creek, B. C., before end of year.

GEORGE SANDEFER, television assistant to **CARLETON D. SMITH**, NBC Washington general manager, is the father of a girl.

LLYOD E. YODER, general manager of KOA Denver, has been appointed by Gov. Lee Knous of Colorado as member of Govenor's Committee on Resources Development.

J. E. CAMPEAU, vice president of CKLW Windsor, Ont., has been appointed president and general manager of that station. He succeeds the late **MALCOLM G. CAMPBELL**. Mr. Campeau has been in the radio industry for 16 years in sales, administration and management.

Mr. Campeau

ROBERT D. SWEEZEY, vice president and general manager of MBS, will be luncheon speaker on Friday Oct. 31 at annual meeting of Assn. of Canadian Advertisers at Royal York Hotel, Toronto.

WILT GUNZENDORFER, general manager of KROW Oakland, Calif. has been appointed to Mayor's Traffic Safety Committee.

HUGH A. L. HALFF, president and general manager of WOAI San Antonio has been named to the Texas Good Neighbor Commission by Texas Governor Beauford Jester.

CHARLES C. WARREN, manager of WCMI Ashland, Ky., has been elected president and board chairman of the Boyd County (Ky.) Humane Assn.

SAM KERNER, president and commercial manager of KWIK Burbank, Calif., underwent surgery for recurrent tumors in his throat Sept. 29.

4th annual awards

For Outstanding Audience Promotion on American Broadcasting Company Programs

This award is made to

WBIR

presented by the American Broadcasting Company and based on a poll of Advertising Agency Account Executives

Dated the 15th day of September Nineteen Hundred and Forty Seven at Radio City New York

CHAIRMAN OF THE BOARD

PRESIDENT

Thank You!

Mr. Agency Executive

For voting for WBIR as an ABC station doing outstanding promotion on American Broadcasting Company programs. We appreciate the honor and will continue a consistent campaign of audience promotion.

John E. Pearson Co. — Nat. Rep.

WBIR
A NUNN STATION

A NUNN STATION
John P. Hart, Manager

NUNN STATIONS: WBIR, Knoxville, Tenn., WLAP, Lexington, Ky., WMOB, Mobile, Ala., KFDA, Amarillo, Texas, WCMI, Ashland, Ky.-Huntington, W. Va.

In newer AM broadcast equipment Type GL-893A-R plays an important part, since forced-air cooling adapts the tube for transmitters using that increasingly popular method. (With water-cooled anode, as Type GL-893-A, the same proved power tube is obtainable for services such as industrial h-f heating and international 50- and 100-kw broadcasting.)

A better tube than any predecessor, with improved filament construction and more highly developed grid design — easier to "break in" when placed in service — Type GL-893A-R is one of an extensive group of up-to-the-minute General Electric transmitting tubes that cover the full range of broadcast requirements.

If a station operator, whether AM, FM, or Television, your replacement needs on all types are ideally served by the G-E tube distributor or dealer right in your area. Because of tubes on hand, backed up by branch stocks strategically located, your local G-E source of supply can give you prompt service that will help you stay on the air a profitable 100 per cent of scheduled time.

If a builder or designer of transmitters, General Electric offers you the widest range of tubes in respect to power-output ratings, frequencies, and circuit applications. *Your needs,* moreover, come first with experienced G-E tube engineers who will be glad to assist you in selecting the right tube types for equipment on your drawing-boards. Consult your nearest G-E electronics office, or *Electronics Department, General Electric Company, Schenectady 5, N. Y.*

GL-893A-R

50-kw power output, Class C telegraphy

RATINGS

Filament voltage	10 v	(Voltage given is *per strand* of special filament which permits operation from d-c or from 1-, 3-, or 6-phase a-c power supply. Current is *per terminal.*)	
Filament current	61 amp		
Max plate ratings:	CLASS B A-F (2 tubes)	CLASS C R-F (telephony)	CLASS C R-F (telegraphy)
voltage	20,000 v	12,000 v	20,000 v
current	4 amp, per tube (signal)	2 amp	4 amp
input	60 kw, per tube (signal)	24 kw	70 kw
dissipation	20 kw, per tube	12 kw	20 kw
Typical power output	70 kw (signal, 18,000-v operation)	18 kw (12,000-v operation)	50 kw (18,000-v operation)
Maximum frequency	5 mc at full ratings; 25 mc at reduced ratings.		

GENERAL ELECTRIC

161-F7-8650

FIRST AND GREATEST NAME IN ELECTRONICS

IN LISTENERS... In Western New York they have the WHAM listening habit. WHAM programs are tops in audience preference.

●

IN COVERAGE... WHAM with its 50,000 watt clear channel signal gives you not just Rochester, not just Monroe County but ALL of the rich Western New York market . . . *43 county coverage.*

●

IN AUDIENCE BUYING POWER... WHAMland's industries are non-seasonal, its farms richly productive. It's a land of prosperous homeowners with money to spend.

Write for your copy of

WHAM
MARKET DATA

WHAM
ROCHESTER, N. Y.
50,000 Watts • Clear Channel
NBC AFFILIATE
National Representative
GEORGE P. HOLLINGBERY CO.
"The Stromberg-Carlson Station"

TABLOID SPORTCAST
Transcribed Capsule Coverage By KUJ Packs Wallop

QUARTER - HOUR TABLOID sportscast of an entire football game has been tried with success by KUJ Walla Walla, Wash., the station management reports.

Unable to broadcast in full an important high school game in Walla Walla because of network commitments, KUJ assigned its sportscasting crew to cover the game nevertheless. The crew took along a ribbon transcriber. Each important thrill or scoring play was described as it would have been on a conventional sportscast. In addition, members of the team were interviewed regarding the important plays and their remarks were made a part of the transcription.

Thus, according to Don Keith, KUJ public relations man who instigated the tabloid sportscast idea, the station was able to present not only the game's highlights but also the story behind each important play. The transcribed sportscast was aired the evening following the day of the game, and KUJ staff members say it packed much of the wallop of a full-game sportscast.

New Co-op Program Unit Is Formed in Hollywood

NEW organization, Hollywood Broadcasters Cooperative Inc., has been formed by group of Hollywood radio artists, writers and directors, to produce open-end transcriptions and programs at International Recording Studios, 6700 Sunset Blvd., that city.

Richard Lane has been elected president with Paul Theodore vice president, and Virginia Johnston secretary. Gordon Kibbee is treasurer. Board of directors includes Louise Arthur, Jacqueline deWit, Herbert Lytton, Herbert Rawlinson, George Pirrone, Ken Peters, Douglas Young, Walter Tetley and Ray Erlenborn. Herbert Lytton is production director.

Under production are *The Anderson Family* written by Howard Swart, and *The Other Man's Shoes* by Ray Erlenborn.

CKOX To Begin

CKOX, new 250-w station at Woodstock, Ont., is to go on the air about Dec. 1, according to Stanley Smith, commercial manager of station, licensed as Oxford Broadcasting Co. Station will operate on frequency of 1350 kc. Monty Werry, formerly of Canadian Broadcasting Corp. engineering office, Montreal, will be manager of the station and John Stark, announcer of CBC, Toronto, is to be production manager. Station has not yet appointed national representative.

P. A. SUGG, station manager of WKY Oklahoma, has received a citation from the Navy for service rendered to the U. S. Naval Reserve.

COMMERCIAL

CHARLES R. DUVALL, formerly with WJCJ Hagerstown, Md., and prior to that commercial manager of WJPA Washington, Pa., has returned to WJPA as commercial manager. Mr. Duvall had been with WJPA since its beginning more than five years ago, before he joined WJCJ this July.

DANIEL C. PARK, former general sales manager of Tobacco Network and formerly with KYW Philadelphia, has been appointed general sales manager of WIRE Indianapolis. He succeeds **REX SCHEPP,** who has resigned to become president and general manager of KPHO Phoenix, Ariz. Mr. Park had been with KYW for ten years before joining Tobacco Network.

Mr. Park

AVERY - KNODEL Inc. has been appointed exclusive national representative for WRUN and WRUN-FM Utica-Rome, N. Y.

KING on the Ball

KING Seattle beat NBC to the punch in the network's ban on mystery shows until after 9:30 p.m. Effective July 1, KING barred the thrillers prior to 8 p.m. KING is a 10-kw independent.

NBC Praises Affiliates On Crime Program Action

NBC advertisers and their agencies have received letters from the network saying that NBC ". . . is proud of the independent and far-sighted action taken by its affiliated stations in banning early evening crime and mystery programs." The letters were signed by Harry C. Kopf, the network's administrative vice president in charge of network sales, national spot sales, owned and operated stations and station relations.

Continuing, Mr. Kopf's letter stressed that ". . . this self-imposed regulation affects not only network programs but helps in the long run to make NBC a more effective sales medium for its advertisers."

NBC also reported the fact that "hundreds of letters and telegrams" are still coming in praising the network for its ban on early-evening crime programs. Niles Trammell, NBC president, said that congratulatory messages have come from parents and civic, educational and church leaders as well as from children themselves. He added that only 2% of all mail received recently by NBC on this subject was unfavorable and that only one of the demurrers was an adult.

WILMOT H. LOSEE, account executive of WINS New York since 1943, has been appointed sales manager. He replaces **BILL ROBINSON,** who is returning to WLW Cincinnati, as program director.

BRUCE ALBRO has joined sales department of KOME Tulsa, Okla., and **MARY LOU BRITE** has joined station's bookkeeping department.

JEAN WALDEN has joined television sales department of NBC Washington, and **HARRY KARR Jr.** has joined sales department of WRC-NBC Washington.

WALTER VIETH, of the accounting department of WSPA Spartanburgh, S. C., is the father of a boy.

RICK LA FALCE, public relations director of WWDC Washington, has been appointed public relations director for current D. C. National Guard Recruiting Drive by Washington Citizens Committee.

DONALD COOKE Inc. and **GENE GRANT & Co.** have been appointed station representatives for KBLF Red Bluff, Calif.

WHBC Canton, Ohio, has issued new rate card No. 3, which became effective Oct. 1.

WILLIAM J. DOOLEY, who recently joined sales staff of WIND Chicago, has resigned.

SAM MAXWELL, formerly with Risley Soap Co., has joined WBBM Chicago, as sales service manager.

CARL BAKER, salesman of William G. Rambeau Co., Chicago, national representative, is the father of a girl, Ann Corrine.

ANN M. BRADY, member of publicity-promotion department of WTAG Worcester, Mass., and Andrew P. McLean have announced their engagement.

Catholic Veterans Ask 'Strict Check' on Reds

RESOLUTION urging the broadcasting industry to maintain "a strict check" on program content to safeguard American radio from Communist and fascist propaganda was passed Oct. 5 at the 1947 convention of the Catholic War Veterans, Department of Kentucky, held in Covington.

The convention also voted to send copies of the resolution, and three others related to it, to the FCC, NAB, the four major networks, AFRA, "and all local radio stations."

The other resolutions: ". . . That, with respect to so-called newscasters and/or commentators, no one be permitted to make such broadcasts unless he or she is a citizen of the United States."

". . . That no one who consistently advocates and follows the dictates of a foreign government of the fascist or Communist 'party line' be allowed on the air."

". . . That a written record and/or a recording of all programs broadcast be kept by all stations, such records to be open to the inspection of the public at all reasonable times."

WITH scripts taken from previous films produced by them for Paramount Pictures Corp., Bill Pine and Bill Thomas, Hollywood cinema producers, are packaging weekly half-hour radio series, "Action Theatre" for sponsor consideration.

ANNOUNCING

THE ADDITION OF

Three new members

to the TEXAS QUALITY NETWORK

WFAA DALLAS . . . *WBAP* FT. WORTH . . *KPRC* HOUSTON . . . *WOAI* SAN ANTONIO

From the Panhandle to the Gulf Coast to the Valley, TQN now delivers TEXAS on a "silver platter" to advertisers desiring expanded coverage built through years of selective programming!

Affiliated with: NATIONAL BROADCASTING COMPANY

HERE IS THE LATEST WCKY STORY!

WCKY'S 1947 AUDIENCE IS UP

Look at the August Hooper Reports for 1946 and 1947:

CINCINNATI HOOPER REPORT—AUGUST 1947

TIME	SETS IN USE	WCKY	STA A	STA B	STA C	STA D
Morning	14.2	**22.9**	13.1	17.8	24.5	20.7
Afternoon	21.3	**17.1**	33.1 (x)	13.0	25.6	10.7
Evening	20.1	**17.3**	29.5 (x)	17.2	24.9	10.2
Sun. Afternoon	20.7	**13.3**	42.8 (x)	10.3	19.9	13.7
Sat. Daytime	22.9	**20.2**	42.1 (x)	15.1	9.1	10.3
TOTAL RATED PERIODS	19.6	**18.2**	30.6	15.2	22.8	12.2

CINCINNATI HOOPER REPORT—AUGUST 1946

TIME	SETS IN USE	WCKY	STA A	STA B	STA C	STA D
Morning	12.9	**18.2**	13.6	16.4	27.1	23.6
Afternoon	17.4	**17.9**	19.6 (x)	11.8	37.7	12.3
Evening	20.1	**16.1**	17.4 (x)	19.3	33.4	12.8
Sun. Afternoon	20.9	**5.2**	43.9 (x)	13.8	22.5	13.5
Sat. Daytime	19.6	**19.0**	33.9 (x)	21.5	12.4	13.2
TOTAL RATED PERIODS	16.9	**16.3**	20.7	16.2	31.5	14.4

WCKY's 1947 AUDIENCE IS UP OVER 12%
OVER THE CORRESPONDING PERIOD IN 1946

(Note—(x) Rating includes Baseball. WCKY does not carry baseball.)

INVEST YOUR AD DOLLAR WCKY'S-LY

WCKY IS A BETTER BUY NOW THAN EVER BEFORE

Last Fall-Winter WCKY was the best buy in the Cincinnati Market. Here is what WCKY gave you last Fall-Winter based on the Oct. 1946-Feb. 1947 Cincinnati Hooper Report, 8 AM to 8 PM Monday thru Friday.

	Cost per 1,000 Tuned-In Cincinnati Radio Homes	*Cost per 1,000 Total Tuned-In Radio Homes*
WCKY	**$7.88**	**$3.90**
STA A	12.45	9.30
STA B	10.11	5.05
STA C	12.82	7.00
STA D	18.99	no data

(Cost per 1,000 based on 260-ti ¼ hour rate)

Last year WCKY was the outstanding buy in Cincinnati. WCKY is going into this Fall-Winter season with an even larger audience than last year.
This Fall-Winter WCKY will give the advertiser more listeners per dollar than ever before.

Let us quote some high-rating low-cost availabilities for your Fall-Winter Campaign.

Call WCKY, Cincinnati—Cherry 6565, or WCKY's New York office, 53 East 51st Street, phone Eldorado 5-1127.

L. B. Wilson

WCKY

CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

Off the Track

TO SELL spot radio through joint affirmative action is one thing. To invite the Government to regulate radio business is quite another and, we think, is to be deplored.

The newly formed National Assn. of Radio Station Representatives, by majority vote, has petitioned both the Dept. of Justice and the FCC to intercede in the controversy provoked by the new CBS policy of taking on spot representation of selected stations which it does not own or operate. This majority contends the individual representatives will be driven out of business, should this trend continue.

It would be highly detrimental to radio if the networks moved in on representation wholesale. Network and spot are naturally competitive. That competition should be maintained. The very essence of radio development has been freedom of competition. There can be no freedom if the radio regulatory agency is to step in and "regulate" the business of radio. Radio's business is programs. Regulation of the business aspects means program regulation—another way of saying program censorship.

If the new Assn. had gone to the Dept. of Justice alone, alleging violation of the anti-trust laws, it would have been in better legal focus. To invite the FCC, however, to step in is to fly in the face of radio's incessant campaign against Government encroachment upon its freedom.

Several of the NARSR members see it that way, because they did not sign the complaints. They, of course, are in full sympathy with the objective of more effective spot selling, particularly of local programs, and against network competition. They are against action which would discourage competition.

Certainly the position of the networks is much more formidable with the infusion of new competition in all markets. We think CBS and the other networks recognize that it would be bad judgment to take on representation of any substantial number of independent affiliates. Station owners generally are not going to place all of their business eggs in one basket, as a matter of prudent business—if the representatives can deliver. NARSR can be the big, potent move in that direction.

One thing is certain. Radio is going to be free, or it is going to be government-regulated. It can't be half of each. Free competition can only mean survival of the fittest.

Turning to the Task

IT WAS NO surprise to those in radio when Charles Luckman, chairman of the Citizens Food Committee, called on radio to handle the kick-off in the conservation campaign and to carry the ball in most of the plays directly ahead. That is because Mr. Luckman, as president of Lever Bros., knows the job radio can do when time is short.

To sell America meatless Tuesdays and poultryless and eggless Thursdays in peacetime is no small chore. There are those who say it can't be done when there's no national emergency. Broadcasters, hard-pressed too by mounting costs and inordinate drains upon their time, realize that it isn't going to be easy. But broadcasters, as always, will turn to the task before them and give Uncle Sam every ounce of energy in the effort to put over this necessary self-denial campaign.

No More Fiascos

IF OUR hemispheric brethren have their way, it will be Mexico's turn in the upcoming NARBA battle royal. That's the radio game in which our good neighbors gang up on Uncle Sam, usually aided and abetted by our State Dept., and wrest from us clear channels and choice regional assignments on the ground that all we have in our favor is about five times as many people as the rest of them combined.

The story of Mexico's unconscionable demands was published in the Oct. 6 issue, with a follow-up on another page this issue. Mexico wants a full-scale reallocation of the standard band. It offers to give up two undesirable clear channels, but would take over four low-band regional channels for use as clears with a minimum of 100,000 w output, to be added to her present choice four exclusive clears. And Cuba, which walked away with the radio bacon in the last 1946 NARBA conference, wants a complete treaty revision. Canada, the Dominican Republic, Haiti and Newfoundland all have recommendations, too, but they're not nearly so stringent.

In February 1946, when little Cuba wheedled away facilities which resulted in the degrading of five U. S. clear channels, as well as assignment of special "high-power" stations on eight regional channels, it was suspected that Mexico probably would make the boldest demands at the next conference. That is precisely it.

On Oct. 17, a Government-industry meeting will be held at the call of the State Dept. to consider all recommendations. Then, next month, the engineering experts meet in Havana. The treaty revision conference is to start Aug. 3 in Canada, probably Montreal.

Every effort should be made to avoid another NARBA capitulation like that of February 1946. It is generally accepted now that American radio was sold short by our State Dept., which instructed our delegation to yield to Cuba, presumably because of such devious and unrelated matters as Cuban sugar, the internal political situation, and the usual solidarity talk. The upshot was that Cuba boasts more broadcasting facilities per capita or land area than any other nation. And it wants more. Mexico now would turn the standard band topsy-turvy and come up with more facilities than she could conceivably use effectively. Canada wants more facilities. And magnanimous Uncle Sam, in the middle geographically and physically, would get the squeeze.

We need a strong delegation at the upcoming NARBA conferences. The Mexican recommendations were the product of a committee on which private Mexican broadcasters sat. Mexico's delegation to the International Telecommunications Conferences just ended, was headed by Emilio Azcarraga, owner of Mexico City's two largest stations, operator of its main network, and that nations' most important commercial broadcaster. He will figure prominently in NARBA.

There's nothing to prevent our State Dept. from recommending to the President that our delegation include outstanding broadcasters and engineering experts, drawn from private industry. There is ample precedent—the Charles Luckman appointment, for example, to head the Citizens Food Committee; the captains of industry named to emergency posts during the war. The best man for the job is the formula.

American radio must not be sold short this time by cookie-pushing diplomats, who would trade our radio birthright for a mess of international harmony porridge.

Our Respects To—

HARRY LEITH STONE

BACK in 1922, a 26-year-old Nashville youth was faced with a problem. Harry Stone's 50-w station, WCBQ, in the First Baptist Church, had been off the air for three weeks because an overheated tube had blown out.

He had been lucky enough to find an "angel" to finance the purchase of a new tube. But now his problem was to prevent future overheating which would cause another blow-out. The young radio bug solved that one by running a garden hose out the window of the church and around the tube to circulate cooling water. It worked.

Harry Leith Stone has been solving radio problems ever since. As vice president and general manager of 50,000-w clear channel WSM Nashville, he presides over one of the country's big stations. And behind him lies a laudable record of achievements and radio firsts.

The radio itch first infected Mr. Stone in 1921 when he was a tinkerer in his father's machine shop. He spent the entire summer of that year constructing a crystal set. When the set was completed, he discovered to his dismay that there was no broadcasting station with signals strong enough to reach his home-made contraption.

Harry Stone did something about that, too. After several years spent with the N. C. & St. L. Railroad, where he utilized his engineering training received at Vanderbilt and in the Army at the Aberdeen Proving Ground in Maryland, he helped construct Nashville's first station, WCBQ, in 1922. Working on the same project was Jack DeWitt, moon-radar expert—now WSM president—and George Reynolds, WSM's present chief engineer.

On this first station, Mr. Stone was the complete announcing staff, the program director, the press agent and, according to his own word, "a Grade-A floor sweeper."

A year later, he began working in a radio store selling sets. Many a sale, he says, was consummated by a hurry call to WCBQ to put a record program on the air for his prospect.

In 1924, the radio station came under the ownership of the Waldrum Drug Co. and the Braid Electric Co. of Nashville. A combination of the owner's initials provided the new call letters, WBAW. And Mr. Stone was named commercial manager.

Several months after the studios were opened in the Capitol Theatre Building (now the Warner Building in Nashville), Mr. Stone contacted Robert Cheek, son of the founder of the Maxwell House Coffee Co.

"Bob laughed at the idea of a radio show at first," Mr. Stone says. "But he finally agreed

(*Continued on page 59*)

"Best individual record was scored neither by a network nor a network affiliate, but by an independent—WOV, New York. The only outfit to win two awards each year."

BILLBOARD—SEPTEMBER 20, 1947

Billboard again honors WOV

Accepting these distinguished citations with understandable pride, WOV expresses its gratitude to the agency and sponsor executives who selected us as winners for the second consecutive year.

We declare our continued dedication to an even more concerted effort toward our basic policy of radio broadcasting, that in serving the public interest we best serve listeners and sponsors alike.

Ralph N. Weil, General Manager
Arnold B. Hartley, Program Director
John E. Pearson Co., National Representative

WOV
NEW YORK

IN EASTERN
NORTH CAROLINA
YOUR SALES
ALPHABET STARTS
WITH ABC . . .
AND PAYS OFF WITH

WRRF-WRRZ
5000 WATTS, 930 KC
WASHINGTON, N. C.
1000 WATTS, 880 KC
CLINTON, N. C.

To sell the 922,353 folks living in the rich 31-county area of Eastern North Carolina's fertile agricultural belt, you have to reach them with regional Tar Heel stations.

These counties are the primary daytime listening area of WRRF, Washington, N. C., and WRRZ, Clinton, N. C. There are 135,510 radio families in this "as good as gold" market and their favorite stations are WRRF and WRRZ. In addition to the listeners in the primary area, there is a large "bonus" audience in the secondary area.

WRRF, known as "Goldy" and WRRZ, nicknamed "Speedy", sell this prosperous market where last year's bright leaf tobacco crop alone sold for $245,459,006. They sell it with outstanding local radio features, ABC programming and thorough merchandising to back up your sales program in this wealthy region.

For speedy results in the "as good as gold" market of Eastern North Carolina, use WRRF and WRRZ. For further details write the Tar Heel Broadcasting System, or see your Forjoe & Co. representative.

TAR HEEL
BROADCASTING SYSTEM, INC.
Washington, North Carolina
National Radio Representatives
FORJOE & CO.
New York • Chicago • Los Angeles

JOSEPH L. RAUH Jr. former assistant general counsel of FCC in charge of broadcasting, has announced formation of a partnership with **IRVING J. LEVY** to engage in general practice of law as Rauh and Levy, with headquarters at 1631 K St., N. W., Washington. **HOWARD K. HODDICK** is associated with the firm. Phone: Republic 7795.

EMERSON RADIO AND PHONOGRAPH Corp., New York, has established a Premium Div. under supervision of **RICHARD A. HYMAN**. Firm officials stated that since war ended demand for Emerson Radios as premiums and prizes has necessitated formation of the new division which will work closely with manufacturers and service them with advertising mats, cuts and necessary copy.

Mr. Hyman

SCRIPTWRITERS ASSOC., Evanston, Ill., has announced a new script service to supply high school and college radio workshops with 15 and 30-minute dramatic scripts. Scripts range from currently popular tales to adaptation of classics.

RCA VICTOR, Camden, N. J., has received citation from U. S. Navy for services rendered to U. S. Naval Reserve in 1947. Citation was presented by Vice Admiral James L. Kauffman, USN. Three individual citations also were presented, to **FRANK M. FOLSOM**, executive vice president in charge of RCA Victor Div.; **JOHN K. WEST**, director of public relations of company and **ROBERT MERILL**, Metropolitan Opera Star.

E. E. FERREY, assistant director of public relations division for Farnsworth Television & Radio Corp., Fort Wayne, has been appointed director of public relations, succeeding **PAUL J. BOXELL**, who resigned to join Hill & Knowlton, New York public relations counsel. Mr. Ferrey formerly was news editor of WHAS Louisville and Louisville correspondent for UP.

BENNY VS. ALLEN
Comedians Renew Feud; 3-Way Circuit Used

THREE-WAY CIRCUIT, enabling cut-ins from New York, Hollywood and Chicago was put to good advantage by NBC Oct. 5 when both Jack Benny and Fred Allen appeared on the network's Chicago-originated *Quiz Kids Show*.

Use of set-up afforded Mr. Benny and Mr. Allen another opportunity to jibe each other on a coast-to-coast basis in continuance of their famous radio feud. Each comedian, near the program's conclusion, put a question to the Quiz Kids. Mr. Benny opened his fall season Oct. 5 from Hollywood while Mr. Allen was heard from New York.

Louis G. Cowan, production and transcription company which handles show, also has announced that other guest stars of equal prominence will be featured through the season, with James Stewart, motion picture actor, following Mr. Benny and Mr. Allen on the Oct. 12 broadcast.

Quaker Contest

JINGLE contest, grand prize of which is $5000, is being conducted by Quaker Oats Co. on its portion of ABC's "Ladies Be Seated" program. Under terms of contest, sponsored in behalf of Aunt Jemima Pancake Flour, fourth and last line must be furnished to a jingle which is aired on show. Contest closes Oct. 15. In addition to grand prize, a total of 1853 other prizes will be awarded.

ALLIED ARTS

FOREST L. HENDERSON has been elected executive vice president and a director of American Cable & Radio Corp. He has been with American Cable and its constituent companies since 1921 and is also a director of Mexican Telegraph Co.

WILLIAM CLAUSEN, former vice president and general manager of Victor Products Corp., Hagerstown, Md., has been appointed manager of operations for Farnsworth Television & Radio Corp., Fort Wayne, Ind.

RAYMOND B. GEORGE, national sales manager of accessory division of Philco Corp., has been appointed sales promotion manager for the Philco firm.

DAVE R. CHENAULT, assistant advertising manager of Radio and Appliance Div. of Sparks-Withington Co., has been appointed sales promotion and advertising manager of that division.

TELE-RADIO Creations Inc., Chicago production firm, is planning to open branch office in New York, **JOSEPH CHERNIAVSKY**, president, has announced.

PHILHARMONIC-CHICAGO Inc., Chicago, has been formed for purpose of assembling and distributing radios and radio-phonograph combinations, as well as manufacturing cabinets.

BERT PRAGER, currently producing CBS "Corliss Archer," and handling various other radio properties for **JAMES L. SAPHIER AGENCY**, Hollywood program packager and talent agent, has been made a vice president and stockholder of firm.

R. R. LAW of RCA laboratories, and **I. G. MALOFF** of the RCA Victor Home Instrument Dept. have prepared a paper on "Projection Screens For Home Television Receivers" which will be given at annual meeting of the Optical Society of America, to be held Oct. 23-25 in Cincinnati.

PATRICIA KENNEDY, formerly on staff of "The Knickerbocker," has joined publicity firm of Dick Hyman, New York.

RADIOTELE PRODUCTIONS Inc., new Hollywood packager of live and transcribed shows for radio and television, has opened offices at 6605 Hollywood Blvd. Telephone: Hillside 7870. **EDWARD STARNES**, formerly New York program packager, is president, with **JAMES ALLEN** vice president and manager.

ADMIRAL Corp., Chicago, has formed new branch in New York, Admiral Corp. Distributing Div., which will take over distribution of Admiral radios and other merchandise formerly handled in New York area by Dale Distributing Co. New branch, located at 40 E. 32nd St., is in charge of **E. ROBERT GLAUBER**.

HALLICRAFTERS Co., Chicago, held preview of its new "Carnegie Hall" radio console line, including new television **AM-FM** Phonoradio console, at demonstation before distributors and representatives at Stevens Hotel in Chicago, Sept. 29.

WESTINGHOUSE ELECTRIC Corp., Pittsburgh, has issued an eight-page booklet describing the type JY power line carrier communications equipment Copies are available from Westinghouse Electric Corp., P. O. Box 868, Pittsburgh.

TELEFILM Inc., Hollywood, has released its second full length television color feature "The Silver Bandit." Featured are **SPADE COOLEY** and cast of western artists. **STANLEY SIMMONS** is associate producer with **ELMER CLIFTON**, director.

SOUTHERN CALIFORNIA BROADCASTERS Assn. has moved offices from downtown Los Angeles to 1757½ N. Ivar Ave., Hollywood. Telephone: Hollywood 7254.

GE Announces Grants For Graduate Studies

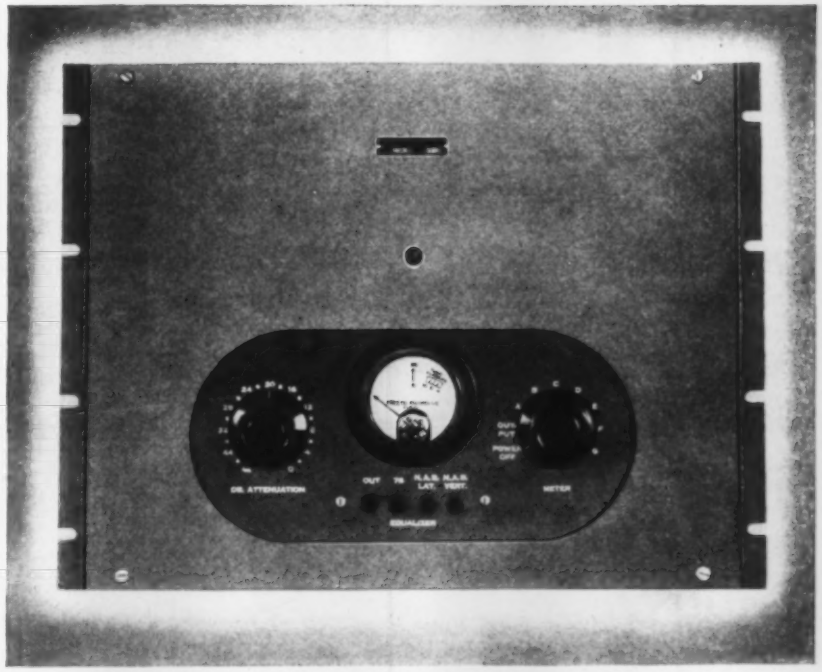
SCHOLARSHIPS for graduate students in scientific and industrial fields were announced last week by the General Electric Co. for the 24th consecutive year. Applications for the scholastic year 1948-49 may be obtained from A. D. Marshall, secretary of the GE Educational Fund, Schenectady.

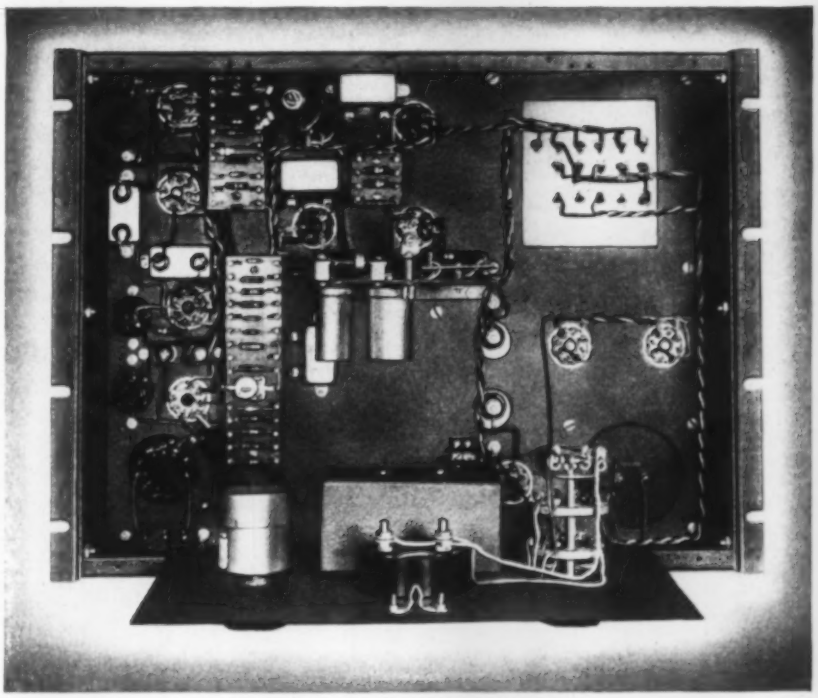
The one million dollar fund was established in honor of two former GE presidents, Charles A. Coffin and Gerard Swope. Announcement of the fellowships was made by W. W. Trench, company secretary and chairman of the education committee.

USE WLBR
FOR ECONOMICAL ADVERTISING
IN THESE 5 PROSPEROUS
PENNSYLVANIA MARKETS
HARRISBURG
READING
LEBANON
YORK
LANCASTER
"The Voice of Lebanon Valley"
WLBR
Serving Central Pennsylvania from Lebanon
Julian Skinnell, Operations Manager
Rodio Advertising Company, National Representatives

Presto Presents Something New in Recording Amplifiers...

The new Presto 92-A is a 50-watt amplifier designed specifically for recording work. It answers the need for an amplifier of exceptional quality and performance, and includes a number of outstanding features thoroughly proved in operation:





1 Selector switch and meter provide both output level indicator (not for "riding gain") and plate current readings for all tubes.

2 Chassis is vertically mounted. Removal of the front panel gives access to all circuits without removing amplifier from rack.

3 The output stage has four 807's in push-pull parallel with an unusual amount of feedback. This produces ample peak power with low distortion and an extremely low internal output impedance for best performance from magnetic cutting heads.

Push buttons select any of these recording characteristics: flat, 20-17,000 cps, 78 rpm, standard NAB lateral, NAB vertical—all within an accuracy of ±1 db. Distortion is only 1½% at full output.

PRESTO
RECORDING CORPORATION
248 WEST 55TH STREET, NEW YORK 19, N. Y.
Walter P. Downs, Ltd., in Canada

FREE! Presto will send you free of charge a complete bibliography and digest of all technical and engineering articles on disc recording published since 1921. Send us a post card today.

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT & DISCS

WWOD

"THE VOICE THAT SELLS"

Serving THE RICH CENTRAL SECTION OF VIRGINIA

AFFILIATED WITH MUTUAL
1000 WATTS • 1390 KC
JACK WELDON, Manager
Owned and Operated By
OLD DOMINION BROADCASTING COMPANY
Lynchburg, Virginia
National Representative
THE WALKER COMPANY

SPEARHEADING THE PROGRESS OF FM

WASHington D.C.

RADIO'S BEST BUY IN THE NATION'S CAPITAL

WASH FM

EVERETT L. DILLARD GEN. MGR.

1319 F STREET, NW

AL. PAUL THEIL, former city news editor of WCKY Cincinnati, has joined WZIP Covington, as production manager. He previously has been with WCPO Cincinnati and WCMI Huntington.

FRED STUART, announcer at WRC-FM Washington, is the father of a girl.

PERRY W. WARD, originator of network shows "Spin and Win" and "Scramby Amby," has been appointed coordinator of production for KOMA Oklahoma City and KTUL Tulsa [BROADCASTING, Oct. 6]. Mr. Ward started in radio in 1931 at KVOO Tulsa and later worked at WKY Oklahoma City, and CBS, NBC and ABC in Hollywood.

Mr. Ward

ELLEN WHITE and **JOHNNIE HILL** vocalists, and the **RICHMOND QUARTET** have joined ABC Central Division.

GEORGE GRAY, news editor of WHOB Gardner Mass., has been named program manager of that station.

JOE BEYDA has joined WMAL Washington, as a page.

JUNE PUGMIRE, traffic director at KLX Oakland, Calif., has been appointed assistant program director. **GENNEY NELSON,** member of KLX copy department has resigned to take Civil Service postion in Korea.

BEN GREER, announcer at WSPA Spartanburg, S. C., and **PEGGY PHILLIPS,** WSPA copy writer, were married Sept. 27.

LEE MORRISON, formerly with WOOK Silver Spring, Md., has joined WLBR Lebanon. Pa., replacing **PAUL SMITH,** resigned.

RON MILLER, former freelancer in Chicago, and during war with AFRS, has joined WSAZ Huntington, W. Va., as staff announcer.

JOHNNY GREY, formerly with WPPA Pottsville, Pa., has joined WELM Elmira, N. Y., as morning m.c. **RICHARD RHODES,** formerly with WHBS Huntsville, Ala., WHAL Shelbyville and WOPI Bristol, Tenn., has joined WELM as writer-announcer.

BOB TENNANT, announcer-producer at WRVA Richmond, Va., is the father of twin girls.

DONALD G. SHANAHAN, formerly with KORE Eugene, Ore., has joined announcing staff of KDYL Salt Lake City.

DOROTHY BERTULIS, assistant music librarian at KYW Philadelphia, and Charles Kirsnis Jr. have announced their engagement.

ROY LaPLANTE, formerly with KYW Philadelphia, has joined WPEN Philadelphia as staff announcer. He will take over "Newsical Clock" show, heard Mon.-Sat. 7:05-9:00 a.m.

JEAN SABLON, star of his own show on CBS, and **DON SEVERN** of Kenyon & Eckhardt, New York, were awarded citations from Gen. Omar Bradley for their work on special Veterans Administration radio series "Here's To Veterans."

HELEN ELEY, onetime musical comedy star, has been chosen for role of Miss Duffy on NBC "Duffy's Tavern." She replaces **SANDRA GOULD,** who resigned for spot on NBC "Jack Carson Show" and film commitments.

BOB DWAN has resigned from NBC Hollywood production staff to serve as package producer of ABC "You Bet Your Life," starring Groucho Marx and starting Oct. 27 [BROADCASTING, Oct. 6]. **HY FREEDMAN** has been added to program's writing staff.

HARRY E. BORDER has joined general service department of KYW Philadelphia, replacing **JOHN ANDERSON,** resigned.

BARRY RITTENOUR, formerly with WNBZ Saranac Lake, N. Y., has joined announcing staff of WWHG (FM) Hornell, N. Y.

BOB SINGER, writer on NBC "Duffy's Tavern," has resigned to join publicity staff of Maury Foladare & Assoc., Hollywood.

JANICE CARTER, former writer of NBC Central Division, has joined public relations department of MBS' Central Division.

WELLS RITCHIE, supervisor of press and information of CBC Toronto, is on western Canadian inspection tour and attended Canadian Weekly Newspapers Association meet at Victoria.

PRODUCTION

DON QUINN, writer of NBC "Fibber McGee & Molly" program, has titled book he is writing about those mythical characters, "The McGees of Wistful Vista," for spring release by Simon & Schuster.

WALTER LURIE, executive producer of MBS New York, is in Hollywood for three weeks for start of "Meet Me At Parky's," and to check on other prospective network shows.

ARTHUR KOHL, radio and screen character actor, has joined cast of "Archie Andrews," NBC Chicago-originated program, replacing **ARTHUR Q. BRYAN,** who has returned to Hollywood to resume his roles in "Fibber McGee & Molly" and "The Great Gildersleeve."

ELIZABETH LONG, director of women's interests of CBS Toronto, was elected world convenor of broadcasting for International Council of Women, at first postwar conference of the council held at Philadelphia recently.

GORDON C. BURKE, former freelancer in Hollywood and previously with KGMB Honolulu, has joined announcing staff of KDYL Salt Lake City, succeeding **KEITH ENGAR,** who resigned to join faculty of U. of Utah.

HAL HOUGH, formerly with KMBC Kansas City, has been apointed program director of KOME Tulsa, Okla.

JOE CHESNEY, formerly with CJAV Port Alberni and CFJC Kamloops, has joined announcing staff of CKNW New Westminster, and **SUE WARD SPEERS** has joined station's program department.

JOHN JACKSON, writer with CKNW New Westminster, B. C., is the father of twin girls born Sept. 21.

RONALD DUNLAVEY, formerly with WFBL Syracuse, has joined WRC Washington, as announcer. **JACK RONEY,** relief announcer at WRC, has been appointed to permanent announcing staff.

WISHART CAMPBELL, music director of CFRB Toronto, has written two hymns which have been introduced at Knox United Church, Owen Sound, Ont., and it is planned to air the hymns on CBC network.

BILL ROBBINS, formerly with WCKY Cincinnati, has joined announcing staff of WOL Washington, replacing **BUD SHERMAN.**

ROBERT HALL, CBS Hollywood script writer, is the father of a boy born Oct. 3.

BILL JACOBSON and **ALAN WOODS** have been added to writing staff of ABC "Jack Paar Show."

DON SWEENEY, CBS Hollywood trade news contact, is the father of a boy, Michael, born Oct. 4.

BOB PLATT, staff writer of WIND Chicago, is the author of the script, "Story of Markham's Death," which was presented on CBS' "Suspense" broadcast Oct. 2. He recently sold two other mystery scripts to WBBM Chicago for use on "The Echo."

ED SULLIVAN, WCOP Boston continuity and scriptwriter, is the father of a boy, Edward Thomas Jr., born Sept. 21.

ROBERT WOOD, operations manager of WCBS-TV New York, CBS video station, and Mrs. Nancy Gould Eriksen were married Sept. 25.

GERRY BARTLETT, former announcer-producer for the CBS shortwave department, is now freelancing in radio recording and slide-film fields.

TOL AVERY, announcer at KPO San Francisco and Yvonne LeRoy were married Sept. 18.

MRS. VERNON PAUL BECK, professionally known as **WINIFRED WOLFE,** who portrays "Teddy" in NBC "One Man's Family," is the mother of a girl born Sept. 15.

ALLEN A. FUNT, of ABC's "Candid Microphone" program, is the father of a boy, Peter, born Sept. 25.

BILL MANHOFF and **NORMAN PAUL** have been added to CBS "Tony Martin Show" as writers, taking over assignment from **GLENN WHEATON.**

FRANCES SCULLY, Hollywood film commentator, is in New York for one month gathering new material for KECA "Star Gazing With Frances Scully." **LOU COOK** is substituting on Miss Scully's program with aid of daily news letters from latter.

KEITH SANDY, m.c. of CKEY Toronto, has been voted King of Canada's Disc Jockies in poll by "Song Hits Magazine."

DICK DIESPECKER, production manager of CJOR Vancouver, has received an award from Ohio State U. Institute for Education by Radio for his production series "Scalpel, Please," which was judged "a most unusual undertaking for a local station. The job done is worthy of a network."

WILLIAM CARPER, formerly with station's transmitter at Itasca, Ill., has rejoined WBBM Chicago, as member of scheduling department.

HERB FINN, former writer on NBC "Duffy's Tavern," has shifted to New York in similar capacity on CBS "Robert Q. Lewis Show."

DICK BOLENDER, announcer at WBRK Pittsfield, Mass., and Doris Brown have announced their engagement, with wedding planned for late this year.

LEW LOWRY, former assistant manager of WHIT New Bern, N. C., and recently with WTMA Charleston, S. C., has joined KOOL Phoenix.

ROLLO HUNTER, acting program-production manager of KECA Hollywood, is the father of a girl born Sept. 29.

FORMATION of a WIP-Veterans Club, comprised of ex-GI members of WIP Philadelphia, has been announced by Murray Arnold, program director. Main purpose of the organization is to enable veterans to discuss their problems and to permit Mr. Arnold to retain GI slant in programming veteran shows.

KSFO SAN FRANCISCO

MUSIC PAYS OFF

560

Wesley I. Dumm, President
Philip G. Lasky, Vice-President

Northern Californians are enthusiastic about KSFO's planned music . . . and discriminating advertisers are enjoying the Pay Off. Ask your Universal Radio Sales representative.

TALKING IT OVER before the first home game telecast of the Washington Redskins over WMAL-TV are (l to r): Ben B. Baylor, WMAL and WMAL-TV sales manager; Paul Mowrey, ABC television director; Burke Crotty, WMAL-TV production director, and Bob Swan, director of radio and television for the Joseph Katz Co., agency handling Amoco account. Amoco sponsors the telecasts.

German Magnetophone Improvements Described

FUNCTIONAL descriptions of improvements in the German magnetophone system of tape recording are described in a report prepared by the Office of Technical Services, Dept. of Commerce. The report was prepared by Richard H. Ranger, OTS investigator. The system responds well up to 10,000 cycles, he said, and is replacing disc equipment in Germany.

Among improvements made in the last year, according to Mr. Ranger, are tape indicator consisting of rotary pointer moving clockwise through 360 degrees to indicate usage of the 1,000-meter spool divisions; standoff device which moves the tape away from pickup and recording heads resulting in a great saving in wear on the heads; brushless motors; smooth reversible rewinder. The report (PB-79558, "Further Studies in Magnetophones and Tapes," 133 pages, mimeographed, $3.50) is available at the Office of Technical Services, Dept. of Commerce, Washington 25, D. C., and should be accompanied by check or money order payable to U. S. Treasurer.

NBC, CBS TAKE OVER MORE 'VOICE' SHOWS

CUTS in the Dept. of State's "Voice of America" budget made during the last session of Congress resulted in the switching of an additional 32% of U. S. shortwave programming to NBC and CBS this week. State Dept. officials declared it was the intent of Congress when cutting funds to change more of the broadcasting to private companies. Time under contract to the two networks is now 75%.

Broadcasts in French, Spanish, English, Italian, Portugese, Dutch, Malay, Siamese and Annamese will be handled by private contract under general supervision of the State Dept. The remaining 25% will be programmed by the State Dept.

"Voice of America" now has contracts for use of facilities with seven private broadcasters, and with the two networks on programming. At present, broadcasts run 32¼ hours daily. Officials said no further reductions are contemplated under the 1948 budget.

Program Exchange Set By Australia and Mexico

AUSTRALIA AND MEXICO have worked out an exchange of program material through the meeting in Atlantic City during the NAB Convention of David Worsall, manager of the Hesald Stations in Melbourne and Emilio Azcarraga, head of XEW Mexico City.

Each country will send a program a month to the other by transcription. The Australian disc is to be announced by a Spanish-speaking Australian, preferably one with a slight accent to give it a foreign flavor. The Mexican program is to be similarly introduced by an English-speaking announcer. Mr. Azcarraga has asked for Australian hill-billy and folk music shows. In exchange, Mr. Worrall will be sent Mexican and Spanish music programs.

HOMECOMING AIRED

Many Hours Devoted by WFUN To Huntsville Event

THREE - DAY HOMECOMING celebration at Huntsville, Ala., sponsored by city's Chamber of Commerce, was given thorough coverage by WFUN late last month, John Garrison, station manager, reports. WFUN's schedule for the three days included broadcasts of the following:

Monday—Giving away of merchants' prizes, broadcast from Madison County courthouse featuring industrial displays, interviews from courthouse with former county residents, band concert, annual street dance in evening.

Tuesday — Historical tour of Huntsville, North Alabama swimming meet, talk by R. B. Searcy, homecoming chairman, recorded playback of field day events, Huntsville horse show.

Wednesday—Annual bicycle parade, barbecue at Monte Sano State Park near Huntsville, high school band concert, organ recital, interviews, and talks by the following: Alabama's U. S. Senators, John J. Sparkman and Lister E. Hill, Gov. James E. Folsom, Rep. Robert E. Jones Jr., who represents Alabama's eighth district in U. S. House of Representatives, and Gordon Clapp, TVA director.

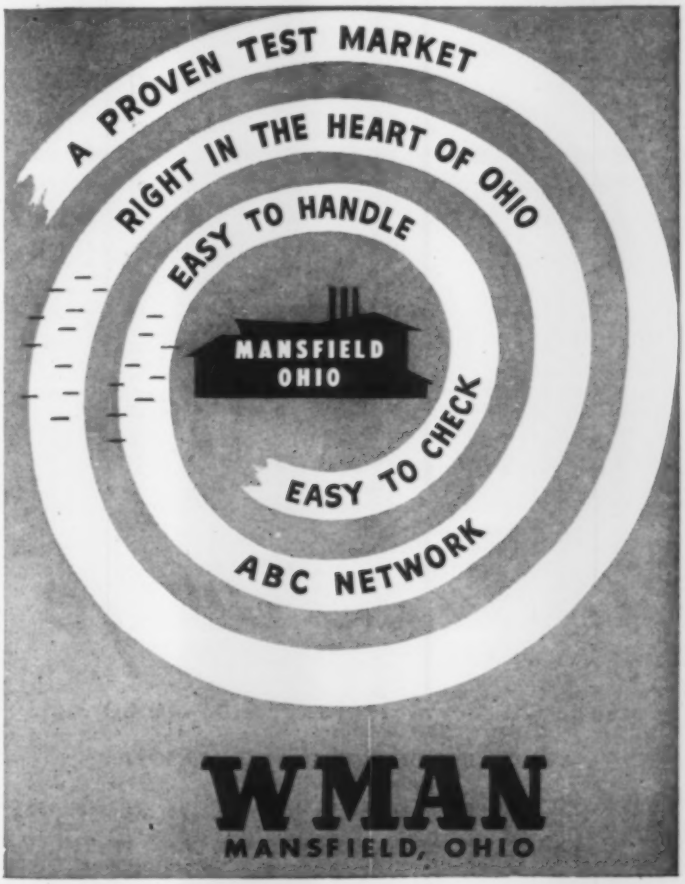
"What are you WAITING for?"

Northwest Iowa's Mutual Station

KICD

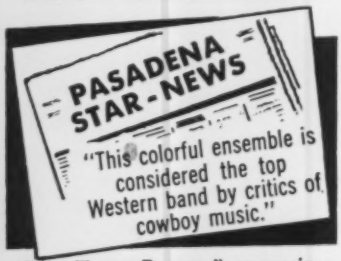
SPENCER-ESTHERVILLE, IA.

A TAYLOR-HOWE-SNOWDEN STATION



National Rep.: TAYLOR - HOWE - SNOWDEN RADIO SALES
500 FIFTH AVENUE, NEW YORK 18, N. Y.

We Got 'Em!



"The Texas Rangers" transcriptions of western tunes are tops in quality of content. The price is reasonable — scaled to the size of the station and market. Available, too, *at cost* is an attractive song book for give-away or self-liquidating offer.

Write or Wire for Complete Details

The Texas Rangers

AN ARTHUR B. CHURCH PRODUCTION

Geo. E. Halley, Mgr. Syndicated Features

PICKWICK HOTEL, KANSAS CITY 6, MO.

JOS. FACCI PROPOSES A PEOPLE'S COUNCIL

A Plan for a Democratic Public Opinion, by Joseph Facci, 104 pp., $1.00.

TO FURTHER the principles of a democracy in which all the people have access to the truth at all times, Joseph Facci has written a booklet, *A Plan for a Democratic Public Opinion*. It is based on the premise that if the public knows the unbiased facts of domestic and international issues, given through the radio and the press, it will be better able to form the right opinions.

The channel through which these unbiased facts will pass, according to Mr. Facci's plan outlined in his booklet, is a "People's Council on Research and Information." The council will be composed of social scientists unprejudiced as to politics, race or religion. They will work with the government and will supply information to radio and the press.

Mr. Facci has been a magazine publisher in California and an Italian language commentator on several San Francisco stations.

BOB FELLER of the Cleveland Indians is heard in a series of quarter-hour open-end transcribed program which started Oct. 7 and is titled "Your Sports Question Box," Frank and Gertrude Chase, independent producers and directors, have announced. Series, written by Mr. Chase features Mr. Feller answering questions sent in by listeners.

THOUSANDS LAUGH WITH

"The Jolly Judge"

Monday through Saturday, 9:05–10:00 a.m.

A NEW KIND OF PARTICIPATION PROGRAM

WGY

Complete details from NBC Spot Sales or WGY

SCHENECTADY, N. Y.

GENERAL ELECTRIC

News

ALBERT BOUCHER has joined WHOB Gardner, Mass., as news editor. He replaces **GEORGE GRAY**, who has been transferred to program manager.

CHARLIE BACHMAN, former Michigan State U. football coach, has been signed by WJR Detroit to do a five-minute two-a-week football series titled "Sports Stants."

ROBERT McCORMICK, NBC commentator, is the father of a girl.

STEVE DOUGLAS, announcer at WRC Washington, has been appointed a sports commentator at that station.

MEL ALLEN, sportscaster who with **RED BARBER** handled World Series, has joined staff of WINS New York as record m.c. Starting Oct. 13 he conducts daily three-hour program. During 1948 baseball season Mr. Allen will be heard over WINS one hour each morning.

AL TAYLOR, former announcer at WCAU Philadelphia, returned to the station Oct. 6 to take over 11 to 11:10 p.m. newscasts Mon.-Fri. under sponsorship of Federal Savings & Loan Assn. of Philadelphia.

NELSON McININCH, farm director of KFI Los Angeles, is the father of a girl born Sept. 27.

MARX HARTMAN, newscaster of KLAC Hollywood, is the father of a girl born Sept. 26.

GEORGE FISCHER has shifted from CBS New York news bureau to Hollywood as senior news writer.

ROBERT WHITE, WILLIAM DRIPS and **HAL TOTTEN**, agriculture directors of ABC Central Div., NBC Central Div. and WGN Chicago, respectively, have been appointed members of the 4-H Camp Advisory Committee, it has been announced by Dean H. P. Rusk, director of the U. of Illinois College of Agriculture.

TOM CARNEGIE, sportscaster at WIRE Indianapolis, is the father of a boy.

THEODORE AYERS, formerly with Washington Times-Herald, and **OTTO GLADE**, formerly with WNBH New Bedford, Mass., have joined WRC Washington, as news editors.

ARTHUR GAETH will replace **LELAND STOWE** beginning Oct. 22 on the MBS Wed. 7:30 p.m. news commentary sponsored by United Electrical Workers. Show will be moved from New York to Washington, originating at WOL.

CLYDE HESS, day news editor of WTAG Worcester, Mass., and Betty Branch were married Oct. 4.

DICK WILLIAMS, newscaster at WKYW Louisville, is the father of a girl, Sharron Pendleton.

EDWARD FOX, former chief of State Dept.'s policy analysis division, and now member of Cornell U. history department, Oct. 5 began weekly ten-minute commentary series over WHCU Ithaca, the Cornell owned-and-operated station.

HAL BERGER, sportscaster of KMPC Hollywood, has turned disc m.c. with a daily 60-minute afternoon recorded show directed to sport fans.

FULTON LEWIS jr., MBS and Yankee Network commentator, was awarded a scroll by the Small Business Assn. of New England in appreciation of his "courageous championing of the cause of free competitive enterprise in these United States."

HOWARD K. SMITH, CBS chief of European news bureau, will be the regular intermission speaker on this season's CBS Philharmonic broadcasts. He will be heard from London.

RICHARD HARKNESS, NBC Washington commentator, took over Tuesday and Thursday 7:45-8 p.m. news periods formerly filled by **H. V. KALTENBORN**, effective Sept. 30. Mr. Kaltenborn will continue to be heard on NBC Mondays, Wednesdays and Fridays. Both commentators are sponsored by Pure Oil through Leon Burnett Co., Chicago.

BUSY WEEK

'Join WCBM and See World' Is Slogan

THE SLOGAN "WCBM Gets Around" has been changed to "Join WCBM and See the World," according to Charles Roeder, assistant manager and program director. The Baltimore Mutual affiliate's heaviest outside operation to date took place during the recent opening of the General Assembly of the United Nations at Flushing Meadows, N. Y. WCBM leased wires to Baltimore for five broadcasts daily for the opening of the assembly. Representing the Baltimore station at the plenary sessions were Helen Hall, staff news commentator; Nat Youngelson, who reports in Yiddish and Mr. Roeder.

During the sessions, Helen Hall from Flushing Meadows, and Gene Klavan in Baltimore studios, broadcast an informal discussion of the UN activities, in addition to the regular news coverage.

To heighten interest in UN, WCBM moved its weekly Naval Academy origination for Mutual to Flushing Meadows where a midshipman gave his personal impression of the United Nations assembly.

During the same week, WCBM Sports Director Eddie Fenton flew to San Francisco to watch Baltimore's pro football team play. He then flew to Navy's opening game in Berkeley, Calif. He returned to San Francisco to cover the Taft news conference, flew to Chicago for some more sports news, then to Cleveland for another pro football game, and back to Baltimore.

Jim Macgregor, WCBM's special events director, has been in Washington on special stories. At the end of the busy week, Public Service Director Newell Warner flew in from Guantanamo, Cuba after covering the Navy's fleet maneuvers.

WORLD'S BEST TOBACCO MARKET

WBTM-FM

DANVILLE, VIRGINIA

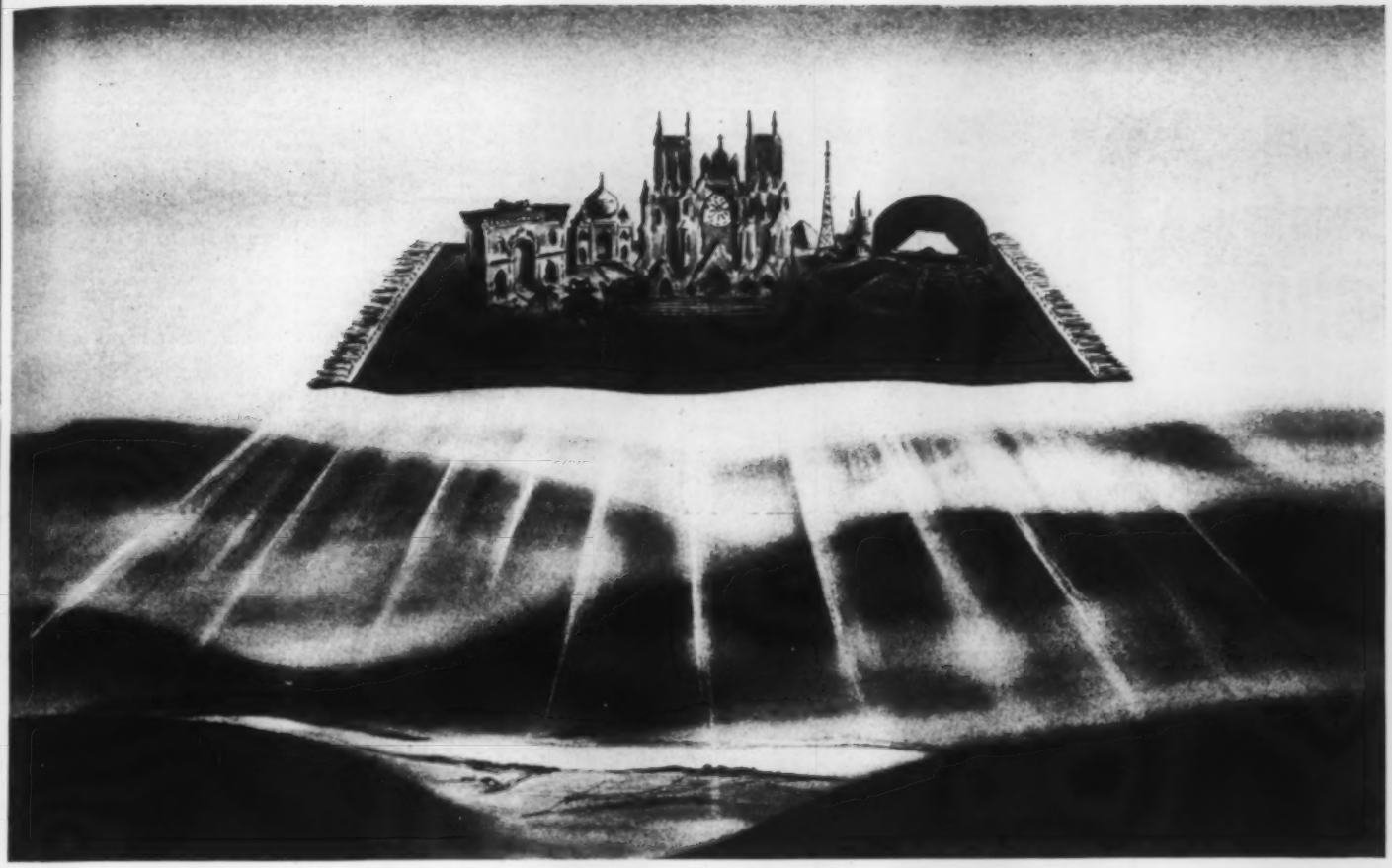
32,000 WATTS

92.1 MEGACYCLES

GEORGE P. HOLLINGBERY CO.

National Representatives

WORLD'S BIGGEST TEXTILE MILLS



A Magic Carpet

Those in isolated areas need the stimulus of contact with the outside world. To us this means programs. It means a varied fare of education, religion, entertainment, news.

It means building an entire 50,000 watt clear-channel operation around the fact that thousands of men, women and children are brought the outside world only on the magic carpet of WSM.

The daily mail tells us that we have done a job for these people. But it is gratifying to know that the earnest effort we have made to serve a minority has caused our magic carpet to be ridden with equal enthusiasm by the city folks in our region.

HARRY STONE, GEN. MGR. • EDWARD PETRY & CO., NATL. REPRS.

W Air Castle of the South &
650 KILOCYCLES 50,000 WATTS NBC AFFILIATE CLEAR CHANNEL

WSM
NASHVILLE

It will soon be 630 in Savannah

—and in the homes of over a million people in 79 counties of the great Georgia - Carolina Seaboard Market.

NBC AFFILIATE WSAV

630 KC • 5000 WATTS • FULL TIME

Sponsors

GAFFERS & SATTLER, division of Utility Appliance Corp., Los Angeles mfrs. gas ranges), in 26-week campaign which starts Oct. 13 will use total of 130 spot announcements on each of the following California stations: KPRO KTMS KCOY KVEC KXO KERN. Firm, in addition, on Oct. 6 started daily participation in combined "Sunrise Salute" and "Housewives Protective League" on KNX Hollywood; "Homemakers Hour" on KMJ Fresno; "It's a Good Idea" on KFSD San Diego. Agency: West-Marquis Inc., Los Angeles.

QUAKER OATS Co., Chicago (Pettijohns wheat cereals), Oct. 6 started series of spot announcements averaging about five per week on each of following stations: WMAQ and WBBM Chicago, WHBF Rock Island, WOW Omaha, KDAL Duluth, WTMJ Milwaukee, WCCO Minneapolis, WHO Des Moines. Contracts are for 26 weeks. Agency: Sherman & Marquette Inc., Chicago.

DEKALB AGRICULTURAL Assn., DeKalb, Ill. (hybrid corn, seed), has started spot campaign on following stations in Minnesota markets: KWLM Willmar, KROC Rochester, KMHL Marshall, KYSM Mankato, KATE Albert Lea. Contracts are for 13 weeks. Agency: Western Adv., Los Angeles.

CANADA STARCH Co., Montreal (corn syrup), Oct. 2 started to March 25 "Le Duel des Epoux" on CKAC CHRC CKCH, Thurs. 8:30-8:55 p.m. Agency: Vickers & Benson Ltd., Toronto.

WESTERN AIRLINES, Los Angeles, in 30-day Pacific Northwest campaign which started Oct. 3 is using heavy transcribed announcement schedule on KJR KOMO Seattle, KGW Portland. Other stations were to be added. Agency: West-Marquis Inc., Los Angeles.

Republicans Sponsor

REPUBLICAN PARTY of Fort Wayne, Ind., for local mayoralty race, will sponsor broadcasts of local high school football games on WFTW Fort Wayne, according to announcement by William R. Aldrich, WFTW sales manager. Programs will be of public service nature with no political commercial copy, station reports.

CANADIAN RED CROSS, Toronto (financial campaign) will use radio for 1948 financial campaign early in the year, campaign being planned for March. Agencies handling account will be Cockfield Brown & Co., Toronto; Russell T. Kelley Ltd., Hamilton; MacLaren Adv., Toronto; Canadian Adv., Montreal.

PACIFIC CHEESE Division of The Borden Co., San Francisco, in 13-week campaign ending week of Dec. 22 is using consistent spot announcement schedule on 8 Northern California stations. List includes KPO KQW KFRC KGO KJBS KSFO KIEM KHUM. Agency: Young & Rubicam, San Francisco.

AMERICAN TELECASTING Corp., Los Angeles (television drama school), has appointed Capka, Kennedy & Duke Adv., Hollywood, to handle regional advertising. Radio will be used.

LA BREA AUTOMOBILE DEALERS Assn., Los Angeles (cooperative), Oct. 1 started weekly 15-minute "Leahy of Notre Dame" on KMPC Hollywood and "Football Scoreboard" on KECA Hollywood. Contracts are for 13 weeks. Agency: Charles N. Stahl Adv. Agency, Los Angeles.

ADAM HAT (CANADA) Ltd., Toronto, has started spot announcements on a large number of Canadian stations. Agency: MacLaren Adv., Toronto.

JACK KENNEDY CHEVROLET Co., St. Louis, has signed with WIL that city, to sponsor broadcasts of St. Louis U. football and basketball games, St. Louis Flyer hockey games and St. Louis Bombers professional basketball games.

EVANS PEN Corp., Hollywood (Evanette ball-point pen), with plans for extensive spot campaign, has cut series of transcribed announcements featuring Phil Baker, comedian. Agency: Capka, Kennedy & Duke Adv., Hollywood.

THE GRAND LODGE, Free and Accepted Masons of New York, has bought time for half-hour broadcast on 17 stations of MBS New York State Network on Oct. 26. Program will consist of dramatization featuring Walter Hampden, presented on behalf of Masonic Foundation for Medical Research.

CITIES SERVICE OIL Co., Toronto, has started twice weekly five-minute mystery shows on 10 Ontario stations, and quarter-hour musical program thrice weekly on CFRB Toronto. Agency: Harold F. Stanfield Ltd., Toronto.

THE BVD Corp. has announced signing of 52-week contract for television weather spot series which began last week on KTLA Los Angeles and is scheduled to start on WBKB Chicago Tuesday, Oct. 14. Contract calls for three spots each week. Agency: Grey Adv., New York.

CRISTY CHEMICAL Corp., Worcester (Cristy Drygas, anti-freeze), has signed with Yankee Network for series of one-minute participations in 8-8:10 a.m. Tues. and Fri. editions of Yankee Network News Service. Agency: Cory Snow Inc., Boston.

NOBLITT-SPARKS Industries Inc., Columbus, Ind. (radio manufacturers), has appointed Roche, Williams & Cleary Inc., Chicago, to handle advertising.

PIG 'N WHISTLE Corp., Los Angeles (California restaurant chain), Oct. 6 started spot announcement schedules on Oct. 6 started spot announcement schedule on KNX KECA KHJ. Contracts are for 52 weeks. Agency: The Mayers Co., Los Angeles.

HOFFMAN CANDY Co., Los Angeles (mfr.), in addition to present campaign, Oct. 6 started spot announcement schedule on KNX KECA KHJ. Contracts are for 52 weeks. Agency: The Mayers Co., Los Angeles.

MUTUAL STREET ARENA, Toronto (community recreation hall), has started transcribed Barry Wood show twice weekly on Toronto stations. Agency: R. C. Smith & Son, Toronto.

CONSOLIDATED DRUG Co., Chicago (Kolorback), Sept. 29 started six weekly quarter-hour transcribed "Famous Celebrities of Hollywood" on KFWB Hollywood, WHN New York, WGN Chicago. Contracts are for 13 weeks. Agency: Harry O'Neill Adv., Chicago.

NEW YORK DECORATORS Inc., Beverly Hills, Calif. (decorating, custom-made furniture), has appointed Adolphe Wenland & Assoc., Hollywood, to handle regional advertising. Firm starts spot announcement schedule Oct. 13 for 52 weeks on KFAC Los Angeles.

DELAWARE, LACKAWANNA and WESTERN COAL Co., Montreal (blue coal), has started "The Shadow," weekly half-hour transcribed program, on 9 Ontario stations. Agency: Vickers & Benson Ltd., Montreal.

Network Accounts

New Business

METROPOLITAN LIFE INSURANCE Co., New York, Sept. 29 started "Dave Vaile News" on 9 CBS Pacific stations, Mon.-Fri., 4:30-4:45 p.m. (PST). Agency: Young & Rubicam, New York.

INTERNATIONAL MILLING Co., Minneapolis, Oct. 13 begins sponsorship of quarter-hour portion of "Queen For A Day", Mon.-Wed.-Fri. segments, on 125 stations of MBS' southern loop. Agency: A. A. Crook Adv., Dallas.

UNION OIL Co., Los Angeles (gasoline, oil), Oct. 27 starts for 52 weeks "Rex Miller-News Commentator" on 43 Don Lee Pacific stations, Mon.-Fri., 7:30-7:45 a.m. (PST). Agency: Foote, Cone & Belding, Hollywood.

YORK KNITTING MILLS, Toronto (knitted goods), Oct. 26 starts to April 18 "Singing Stars" on 27 Trans-Canada stations, Sun. 5-5:30 p.m. Agency: Cockfield Brown & Co., Toronto.

TRIMOUNT CLOTHING Co., Boston (Clipper Craft Clothes), Oct. 1 started "Sherlock Holmes" on 17 Yankee Network stations, Sun. 7-7:30 p.m. Agency: Wm. H. Weintraub & Co., New York.

TONI Corp. Toronto ((hair curlers), Oct. 14 starts "Toni Time" on 22 Trans-Canada Network stations, Tues. and Thurs. 1:45-2 p.m. Agency: Spitzer & Mills, Toronto.

WHITEHALL PHARMACAL (CANADA) Ltd., Toronto (Kolynos, Anacin), Sept. 26 started "What's Your Beef" on CJBC Toronto, with relay to 20 Trans-Canada network stations following day, Mon.-Fri. 11:30-11:40 a.m. Agency: Young & Rubicam, Toronto.

CANADIAN MARCONI Co., Montreal (receivers), Oct. 17 starts "Marconi Show" on 30 Dominion network stations, Fri., 9:30-10 p.m. Agency: Cockfield Brown & Co., Montreal.

BIG EARS AND LONG HOPS

It's a long hop, son, from this rich, isolated market to the next; and with KPAB being Laredo's ONLY radio station, our listeners have big ears beamed to your message!

THE MUTUAL STATION

SERVING 2 NATIONS

LAREDO'S ONLY RADIO STATION ★ MUTUAL and TSN ★

REPRESENTED NATIONALLY BY JOHN E. PEARSON COMPANY

COVERAGE that COUNTS

Laredo, county seat of Webb County, largest beef cattle producing county in the U. S., hub of Texas' great Winter Garden country, and shopping center for over 100,000 eager spenders—is ripe for your particular sales talk!

And remember, you can't talk to Laredo unless you do it over KPAB!

What's more, we've just been granted a Class B, FM Station with 10,000 watts power, another FIRST! KAIR will soon be entertaining the "big ears" of Laredo!

KPAB

LAREDO BROADCASTING CO.
Howard W. Davis, President
LAREDO, TEXAS

DOING A SUPER-SELLING JOB IN IDAHO

KSEI
POCATELLO • IDAHO

New! UNITIZED amplifier systems for recording

with plug in flexibility

Flexibility is the outstanding advantage of the *new* Fairchild Unitized Amplifier System. It includes 13 basic components which can be assembled in an endless number of combinations to meet the standard, special and changing recording requirements of schools, broadcasting and the professional recording industry. Related units are simply plugged in or cabled together. It's that easy . . . that quick!

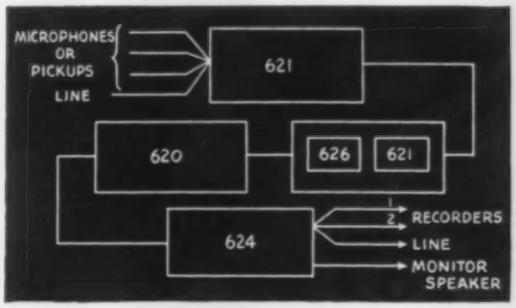
Fairchild's Unitized Amplifier System now makes it practical and economical to build highly individualized audio systems to satisfy all of the varied and changing requirements of the individual recording engineer. Further, the flexibility of the Fairchild system permits the units to be rearranged or the system to be expanded at will without obsoleting a single component.

Fairchild's 13 basic components have been especially designed by *recording* engineers to meet the specific requirements of the various types of *recording* systems.

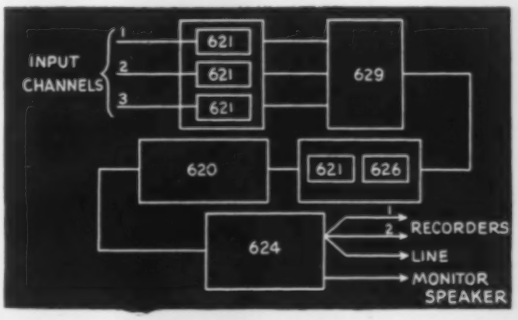
Unit 620 — Power Amplifier
Unit 621 — Microphone Preamplifier
Unit 622 — Pickup Preamplifier Equalizer
Unit 623 — Line Amplifier
Unit 624 — Output Switch Panel
Unit 625 — Input Switch Panel
Unit 626 — NAB Equalizer
Unit 627 — Variable Equalizer
Unit 628 — Diameter Equalizer
Unit 629 — Mixer
Unit 630 — VI Panel
Unit 631 — Bridging Device
Unit 632 — Auxiliary Power Supply

Study the typical setups shown on this page. Then set down your own requirements . . . select the basic units you'll need . . . assemble them for convenient panel board operation . . . or let us do it for you. How will your specific amplifier system perform? Professionally! Like all Fairchild Sound Equipment—it keeps the original sound alive. Precisionized mechanical and electronic skill is the precise reason.

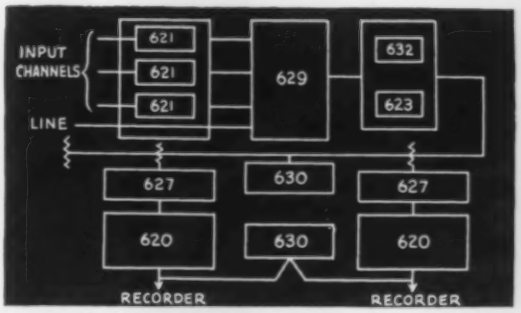
Want more details? Address: 88-06 Van Wyck Boulevard, Jamaica 1, New York.



Single Channel Systems: for recording from a microphone or record or playing back from a pickup.



Multiple Channel Systems: for recording simultaneously through multiple input channels in conjunction with a mixer.



Dual Recording Channels: for recording simultaneously on two machines through dual channels with separate variable equalizers.

Fairchild CAMERA AND INSTRUMENT CORPORATION

AM FM SOUND EQUIPMENT

MAKERS OF: TRANSCRIPTION TURNTABLES, STUDIO RECORDERS, MAGNETIC CUTTERHEADS, PORTABLE RECORDERS AND LATERAL DYNAMIC PICKUPS

WMBG SERVING RICHMOND AND VIRGINIA FROM THE CAPITAL OF THE OLD DOMINION

FM STATION

W---- CAPITAL OLD DOMINION

NOW OPERATING

18½ HOURS DAILY

47,000 WATTS AUTHORIZED POWER

In this Major Market

USE **WMBG**

NBC IN RICHMOND, VA.

5000 WATTS

Bill Stern · Charlie McCarthy · Fred Allen · Jack Benny · Bob Hope · Fibber McGee and Molly

REPRESENTED BY JOHN BLAIR & CO.

TECHNICAL

RICHARD FRANK has joined engineering staff of WLBR Lebanon, Pa., replacing **ALFONSE DONOVAN**, resigned.

FAIRCHILD CAMERA & INSTRUMENT Corp., Jamaica, N. Y., has announced details on all 13 units of its new Unitized Amplifier System for varied requirements of professional and educational sound recording industry. System makes possible combination of standardized units in an audio system tailored to individual recording application.

EMIL TAUBE, engineer at KYW Philadelphia, is convalescing from an appendicitis operation Sept. 17 at Roxborough Memorial Hospital.

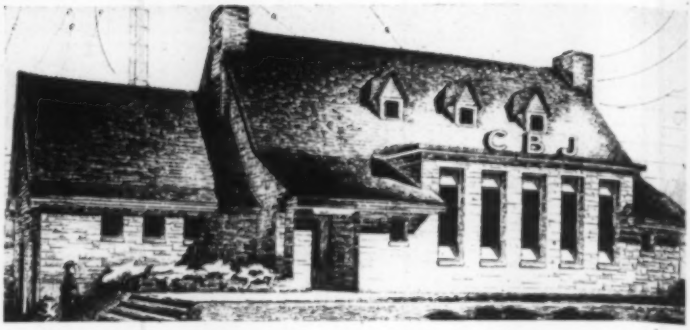
MINOR J. WILSON, studio-field engineer of NBC Central Division, is the father of a girl, Roberta Ann.

C. W. SHEARER, of transmitter and development department of CBC Montreal, and Alberta Sinclair have announced their marriage.

HOMER OBUCHON, technical supervisor of KGFJ Hollywood, is the father of a boy born Oct. 1.

RADIO ENGINEERING LABS, New York, has announced that the following stations have recently increased their effective radiated power by use of REL transmitting equipment: WRAL-FM Raleigh, N. C., using REL Model 52ODL Quadriline 10-kw power amplifier; WDRC Meriden, Conn., using REL 3-kw Model 519DL transmitter and WTIC Hartford, using 3-kw REL transmitter.

RADIO distributors and service men from New York and Northern New Jersey attended demonstration of FM set servicing held fortnight ago in New York Turn Hall as one of series of 33 such meetings being staged by General Electric throughout U. S. Program is aimed at preparing radio servicemen for job of serving 4,500,000 FM sets expected to be produced next year.



SCHEDULED for completion in spring 1948, this French Provincial design building will house CBC's transmitter for station CBJ Chicoutimi, Quebec. New 10-kw equipment will be installed. Structure includes large control room, office, shop, tube room, staff bunk rooms, shower and kitchenette. CBJ will continue to operate on the 1580-kc clear channel as Class 1B station.

FCC IS CONSOLIDATING WASHINGTON OFFICES

FCC WAS SHIFTING its offices again last week, and more changes were in store.

They are part of a re-grouping program which, authorities said, will "consolidate" all of the Commission's Washington quarters into three buildings—the main headquarters in the New Post Office Bldg., 13th and Pennsylvania Ave.; Temporary Bldg. T, at 14th and Constitution, and Temporary Bldg. L, near the Lincoln Memorial.

FCC's newly created Hearing Division was moved last Wednesday from the main offices to Tempo T. It will be joined within a few weeks by several sections which moved earlier this year to Tempo I, including Personnel Division, Commercial License Section of Secretary's Office, and Safety and Special Services Branch of the Engineering Dept. Tempo I will then be vacated, so far as FCC is concerned, by the transfer of the Field Engineering and Monitoring Section to Tempo L.

Subsequently, personnel now located at 1424 K St., NW—Budget Division and Accounting Dept.—will be moved into Tempo T.

FM AT THE FAIR

WFRO Promotes the Medium In Sandusky County

FM TOOK the spotlight at the Sandusky County Fair held at Fremont, Ohio, when WFRO-FM displayed with equipment and demonstrations the advantages of the medium.

The WFRO booth served as a base of operations for covering the fair. There were eight or more remote programs a day during the five days of the fair, including piano programs from the Wurlitzer display, races, shows from the grandstand, visitor interviews, Boy Scout broadcasts, etc. The Hammond organ was moved from WFRO's main studios for several programs originating from the fair grounds. Farm Editor Frank Swartz broadcast all his *County Farmer* programs direct from the fair.

In addition to the FM radios and the FM Pilotuner displayed in the WFRO booth, the station had FM receivers spotted at various locations throughout the grounds. Wire facilities were also widespread for remote shows.

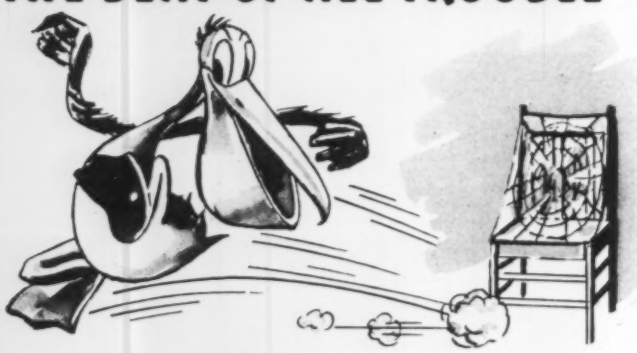
Five-Fold Increase in TV Set Use in Year Is Seen

FIVE VIDEO SETS will be in use in October 1948 for every one operating today, Hamilton Hoge, president, U. S. Television Mfg. Corp., predicted following a survey made for the company by its advertising agency, Huber Hoge & Sons. This means that the New York area alone will have 335,000 sets then, compared with 68,000 now and 22,800 last March, Mr. Hoge said.

One television receiver is worth at least 52 radio sets in terms of audience spectator appeal, the survey shows, based on Hooper records showing 52% of video sets in use on an average weekday evening as against 30% of radios, and a WCBS-TV survey showing 6.26 viewers per home video set compared with 2.5 listeners per radio. These figures do not include public places.

PLAQUE for outstanding public service and in appreciation of generous contributions rendered during recruiting campaign has been awarded WAAB Worcester, by the U. S. Recruiting Service of Worcester.

TOO MUCH SITTIN' IS THE SEAT OF ALL TROUBLE



Even with the NBC Parade of Stars, we don't sit back with complacency -- we're ever on the job producing the smash-hit local shows, too! That's why WIOD rates tops in Miami, month-in-and-month-out -- year-in-and-year-out!

WIOD FIRST IN MIAMI

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager

5,000 WATTS • 610 KC • NBC

CONSTANT SERVICE
OF HIGHEST TYPE
WILL NET SPONSORS
INCREASED SALES IN
HALIFAX NOVA SCOTIA
JOS. WEED & CO.,
350 Madison Ave., New York,
(Rep.)

5000 WATTS—SOON!

WVET OPENING DATE IS SCHEDULED NOV. 1

WVET Rochester, N. Y., has begun transmitter tests for a tentative starting date of Nov. 1. The station, owned and operated by Veterans Broadcasting Co., will have a power of 5 kw, on 1280 kc. It will be an MBS affiliate. William B. Maillefert, for ten years head radio buyer and media supervisor of Compton Advertising Co., is president and general manager. Jack Houseknecht, former business manager of Compton's radio department, is vice president and station manager.

Other officers include Grantier Neville, secretary, and Frederick T. Finucane, treasurer. The New York office of WVET will be headed by Harry W. Bennett Jr. and Hal James, both directors of the corporation. Both were formerly with Compton Advertising.

Staff includes: Elmer Walz, ex-WSAY Rochester, RCA Victor and Philco, is local sales manager; Coleman Scott, former program director of WAKR Akron, is program director; John W. La Rue, ex-managing editor of *Cincinnati Enquirer*, and news director of WAKR Akron, is news editor; Ervin F. Lyke, formerly with CBS New York and chief engineer of WENY Elmira, is chief engineer.

RMA Appoints

NEW services for manufacturers will be offered by the Parts and Transmitter Divisions of Radio Manufacturers Assn. following appointment of staff assistants to the two division chairmen, J. J. Kahn, Standard Transformer Corp., and S. P. Taylor, Western Electric Co. Ralph M. Haarlander, manufacturers representative, has been named assistant to Mr. Taylor. James D. Secrest, RMA Director of Publications, has been given added responsibilities as assistant to Mr. Kahn. In announcing the assignments, Bond Geddes, RMA executive vice president, said new programs for the divisions will be worked out at the RMA fall conclave Oct. 13-16 at the Roosevelt Hotel, New York.

DOING A PEACH
OF A JOB
in
WESTERN COLORADO'S
$5,000,000 Fruit Belt
KFXJ
GRAND JUNCTION
1 KW MBS 920 KC

That Missing $15

AL BUFFINGTON, Baltimore producer, twisted a traffic ticket into a successful gimmick for his new video show, *The Gunther School of Sports*, which is telecast by WNBW Washington immediately after the Madison Square Garden fights from New York. Mr. Buffington, finding time was running short while heading for WNBW, stepped on the gas. A District of Columbia motorcycle officer slowed him down, however, and the producer was freed after paying a $15 fine. A few minutes after the WNBW program got under way Baltimore and Washington viewers were confronted with a closeup of the traffic ticket. Friends say it was Mr. Buffington's way of explaining the missing $15 to his wife, who was at their video set in Baltimore.

USMC Lining Up Drive For Radio-TV This Fall

TO PROMOTE U. S. Marine Corps Reserve recruiting campaign, James H. Knox, former USMC combat correspondent and agency producer-director, has been recalled to active duty as 1st. lieutenant, USMCR. He will be working with Capt. Thomas Greene, USMC, head of the radio section, of Marine Corps Public Information. Headquarters are in the Navy Annex, Arlington, Va. Mr. Knox has been with D'Arcy, Biow, Kenyon & Eckhardt, N. W. Ayer & Son and Duane Jones agencies.

Mr. Knox will handle liaison work with agencies and stations lining up promotion for the recruiting of the Citizen Marine Corps (postwar reserve), which hopes to reach full strength of 100,000 during January. Kickoff of the drive will be Nov. 10, 172d birthday of the Marine Corps.

In celebration of the event, the Marine Corps is distributing 1,100 transcriptions, with a 15-minute dramatic show on one side, and a ten-minute birthday concert of the USMC Band on the other. There is a five-minute open end spot for local recruiting messages.

Also available for Nov. 10 is a 2½ minute film suitable for television. Another film is being prepared for the January campaign.

N. Y. Job Openings

OPENINGS have been announced by the New York State Dept. of Civil Service for the positions of Radio Publicity Representative and Assoc. State Publicity Agent (radio) in the Dept. of Commerce Radio Bureau. Salary range is $4,620 to $5,720. Those interested should write to the Dept. of Civil Service, State Office Bldg., Albany, N. Y.

Gauthier Named Director By Quebec Broadcasters

A. GAUTHIER, of CKTS and CHLT Sherbrooke, Que., was elected a director of the Quebec Assn. of Broadcasters at fall meeting at the La Salle Hotel, Montreal, and was recommended as QAB representative on board of directors of Canadian Assn. of Broadcasters to replace J. N. Thivierge, formerly of CHRC Quebec, who resigned.

Meeting recommended that CAB in conjunction with Canadian Broadcasting Corp., issue operators' certificates for all Canadian broadcasting stations, and favored CAB proposal for new "prosperity" public relations campaign in cooperation with labor unions, chambers of commerce and agricultural federation. Members also discussed CAB problems with Harry Dawson, CAB manager, Jim Allard, CAB public relations director, and Doug Scott, CAB director of broadcast sales.

Attending meeting, held Sept. 29, were Paul LePage, CKCV Quebec, president of QAB, J. Grenier, QAB secretary; Jack Thivierge, CHEF Granby; Henry LePage, CHRC Quebec; A. Gauthier, CKTS and CHLT; R. Benoit, CKCH Hull; O. Louis Bourque, CHLP Montreal; Gerard Boulay, CJSO Sorel, and G. Caron, CJBR Rimouski.

It's
kglo
MASON CITY, IOWA
SOUTHERN MINNESOTA
MASON CITY
NORTHERN IOWA
Want an ideal test market? Then it's KGLO, with its dominant coverage of both a rural and urban area.
1300 K.C. 5000 WATTS CBS AFFILIATE
WEED & COMPANY, REP
A Lee STATION

It's yours... Fence and all

. . . Our world is the BEST BALANCED MARKET in the United States — Ohio's most diversified industrial production area surrounded by the state's richest agricultural region.

YOUR DOLLAR BUYS MORE THAN BEFORE

WHBC — now 5,000 watts day and night — opens the gate to include thousands of new radio homes enclosed by the mythical good neighbor fence.

NOW 318,440 Radio Families
a 42.5% increase

whbc

BASIC MUTUAL Plus ABC Features • Basic ABC Full Schedule 3-1-48

REPRESENTED by Rambeau

CANTON, OHIO
The Best Balanced Market in the United States

NOW

Washington football fans can SEE as well as hear the thrilling plays of Sammy Baugh and the Washington Redskins right in their homes.

TELECAST BY

WMAL-TV

Channel 7

plus many other top television attractions in the Washington area.

The finest and most complete equipment available is being used . . . with such extras as the ZOOMAR LENS.

All under the personal supervision and direction of Mr. Burke Crotty, leading television producer-director, who has produced more firsts in television than any one other individual. Mr. Crotty comes to WMAL-TV after eight and a half years of television experience in New York.

Channel 7

WMAL-TV

Owned and Operated by

THE EVENING STAR BROADCASTING COMPANY

724 Fourteenth St. N.W.

WASHINGTON 5, D. C.

AGENCIES

JAMES D. WEBB, account executive on General Electric account for Young & Rubicam, New York since 1943, has been appointed a vice president and account supervisor of that agency.

SETH DENNIS, formerly with ABC, has joined Federal Adv. Agency, New York, as an account executive. Prior to his affiliation with ABC, Mr. Dennis was an account executive with BBDO New York.

RICHARD C. BACHMAN, former district account executive of MBS and previously with W. Earl Bothwell Inc., Pittsburgh, has rejoined Bothwell as head of new business department of agency's Pittsburgh office. Mr. Bachman first joined Bothwell in 1939 and later left to become sales representative of KDKA Pittsburgh, prior to joining MBS.

VICTOR van der LINDE, has resigned as director of radio at St. Georges & Keyes Inc., New York, and will devote full time to sales, promotion and advertising of Dolcin Corp., pharmaceutical firm of which he is president. **STANLEY J. KEYES Jr.,** executive vice president of the agency, has assumed duties of radio director.

GEORGE LAFLIN MILLER, former vice president of Williams & Saylor, New York, has joined Doyle, Kitchen & McCormick Inc., New York, as vice president. Prior to his affiliation with Williams & Saylor, Mr. Miller was with Doremus & Co., Lord & Thomas and J. Walter Thompson Co. He is the author of "How Advertising Is Written and Why."

FRANCIS C. BARTON Jr., radio director of Federal Adv. Agency, New York, has been elected a vice president of the agency. He retains his duties as head of radio.

HOOT ADV. AGENCY, New York, has mailed sample disc-jockey scripts and sales letters to 600 stations in the U. S., Alaska and Hawaii. Subscription price has been set at $17.50 a week for 50 lead-ins.

DAVID WHITE, radio executive producer-director of BBDO New York, has shifted to Hollywood.

EARL EBI, producer of J. Walter Thompson Co., Hollywood, having recovered from an emergency appendectomy, has resumed duties on NBC "Charlie McCarthy Show."

SARAH STRANGE, former production manager of Hall Adv., Lubbock, Tex., has joined Ernest N. George Co., Los Angeles, in similar capacity. **FADA BOZANT,** formerly on copy staff of Rueben H. Donnolly Corp., Los Angeles, also has joined agency in similar capacity.

GERALDINE McMILLAN, formerly in publicity department of Republic Productions Inc., North Hollywood film studio, has joined Stodel Adv., Los Angeles, in similar capacity.

JEROME ROBINS, former president of Aircraft Machinery Corp., Los Angeles, has joined Booker-Cooper Inc., that city, as account executive.

LEONARD M. EINSIDLER, former advertising manager of Maas Studios of Hollywood, Hollywood (charm school), has joined M. M. Young Adv., Los Angeles, as account executive.

ADOLPHE LARSON, former account executive of Welborn Adv., Los Angeles, has joined Western Adv., that city, in similar capacity and in addition will handle publicity.

DON BELDING, chairman, board of directors of Foote, Cone & Belding headquartered in Los Angeles, is in New York and Washington, D. C., for three weeks on business. He will attend meeting of Small Business Advisory Committee of Dept. of Commerce, of which he is vice chairman, Oct. 13-15 in Washington. **WILLIAM J. PRINGLE,** executive vice president and manager of agency's Los Angeles office, is in New York and Chicago for three weeks on client business.

CHARLES N. STAHL Adv., Los Angeles, in expansion move has acquired additional office space at 542 So. Broadway, including a sound-proof broadcasting studio as part of operations.

TOM CAFFERTY, former commercial announcer of WGN Chicago, has joined Charles N. Stahl Adv., Los Angeles, as radio director.

ROBERT F. DENNIS Inc., Los Angeles agency, has moved to 117 W. Ninth St. Telephone: Trinity 4691.

FRANK RYHLICK, formerly advertising manager of Los Angeles Pre-Built Homes Co., has joined Ross, Gardner & White Adv., that city, as account executive and head of newly-formed commercial television division.

UNIVERSAL Adv. Agency has been organized by **R. B. STEPHENSON,** director-producer, with offices at 6000 Sunset Bldv., Hollywood. Telephone Hillside 8709. Associates are **WILLIAM R. REID,** former CBS Hollywood account executive, and **ELLIS E. CRAIG,** recently discharged from Army and prior to war with KOY Phoenix.

AVERY-NOLAN Co., San Francisco, Oct. 1 changed firm name to Avery & Brugiere Adv. **C. EARL AVERY** and **F. J. BRUGUIERE** head agency.

DICK DAVIS, assistant producer of Foote, Cone & Belding, Hollywood, on NBC "Bob Hope Show," has been shifted to Chicago as assistant to **JAMES FONDA,** agency radio director in that city.

BLAISDELL GATES, vice president of Abbott Kimball Co., in charge of agency's Los Angeles office, has assumed charge of San Francisco office, as well, due to resignation of **PHILIP FARNSWORTH,** former manager of the Bay City office.

JAMES A. RICHARDSON, who formerly operated his own advertising agency in San Francisco, has joined Merchandising Factors Inc., that city. He will organize its advertising agency operation.

DUDLEY LINDNER, formerly with Rodney Boone Organization, publishers' representative, has joined Brisacher, Van Norden & Staff, San Francisco, as account executive.

PAUL J. KELLER, formerly of the Oregon Journal, Portland, Ore., has joined George W. McMurphey Adv., that city, as production manager.

WALTER PURDOM, account executive of Brisacher, Van Norden & Staff, San Francisco, has been elected treasurer of the firm.

DANCER-FITZGERALD-SAMPLE, Chicago and New York, has been elected to membership in the American Assn. of Adv. agencies.

BART SWIFT, of radio section of William Morris Agency, New York, and Joan Tinker have announced their engagement.

M. H. NEWMAN, head of Mike Newman & Assoc., Hollywood, and Marjorie Crowl were married Sept. 25.

CATHERINE LEWIS FASSETT, former assistant timebuyer at Earl Ludgin & Co., Chicago, will join Piedmont Adv., Salisbury, N. C., as media executive on Nov. 1.

LESLIE S. ROBIN, who resigned early this year from Kalom Co., Chicago agency, to join Barnes-Crosby, Chicago engraving firm, has returned to Kalom.

EARLE McGILL, national president of Radio Director's Guild and director of "Warriors of Peace" sponsored by U. S. Army through N. W. Ayer & Son, New York, and **TALLEY D. JOYNER,** account executive with agency's Philadelphia office, left New York last week for three week trip to Frankfurt, Germany to plan and set up new promotion and program ideas for Army's 1948 radio recruiting plan.

JAMES R. LUNKE & Assoc., Seattle advertising counselor, has opened San Francisco office at 625 Market St. Bldg. **M. WHEELOCK** is manager of new office.

KENNETH C. RING, former account executive of Weiss & Geller Inc., Chicago, and formerly with Wallace-Ferry-Hanly Co., Chicago, has joined executive staff of Wm. Hart Adler Inc., Chicago.

HENRY E. FLARSHEIM, former vice president and treasurer of H. M. Gross Co., Chicago, has joined Ruthrauff & Ryan, Chicago, as an account executive.

WELDON E. YOCUM, former advertising manager of American-Marietta Co., Chicago, has joined Beaumont & Hohman Inc., as account executive.

SHIRLEY WOODELL, of J. Walter Thompson's International Dept., has returned to New York from six week's trip to Central America, West Indies and Caribbean.

DEUTSCH & SHEA, New York, has been elected to membership in the American Assn. of Adv. Agencies.

JAMES D. ALBERSE, account executive and copy writer at Donahue & Coe Inc., New York, has resigned to join promotion department of Time-Life International effective immediately.

JACK DENOVE, assistant to president of BBDO, New York, has been named chairman of the "Jobs for Disabled Veterans Committee" of New York City, non-government group organized to find jobs for the city's 3,000 unemployed disabled veterans.

Pro Game Schedule

BROADCAST of all Chicago Cardinal National Pro football league games this fall on WJJD has been extended to a network of stations which will extend as far south as Atlanta and as far west as Omaha, the station has announced. Network, of which WJJD is the key originating station, will include following: WWXL Peoria, WHOW Clinton (Ill.), KWDM Des Moines, KSIB Creston, KWPC Muscatine, KAYX Waterloo, WKLX Lexington (Iowa), WATL Atlanta (Ga.), WKDA Oashville (Tenn.), KOWH Omaha (Neb.). Broadcasts of games will be sponsored by Atlas Brewing Co., Chicago.

THE BRANHAM COMPANY, Representatives • 5 KWD 1 KWN • MUTUAL NETWORK

Respects

(Continued from page 46)

that it might be a good advertising medium as long as the 'fad'—for that's what everybody thought it was—lasted."

Thus in 1924, one of radio's biggest accounts had its beginning on a program called *Maxwell House Coffee Time*. The original entertainers were the Fisk Jubilee Singers, which Mr. Stone persuaded Fisk to let him borrow for the occasion, and a three piece band. Leader of that little musical group was Beasley Smith who, today, is musical director of WSM.

In the same year, WBAW scored another first with a broadcast from a store window on Church Street, Nashville's principal thoroughfare. Lebecks (now Harveys) was the department store which stuck its neck out by giving the radio pioneers space in one of their big windows. At the end of a week such crowds had collected in Church Street that all traffic was stopped and the police department demanded that Mr. Stone relieve the congestion by taking his broadcast back to the WBAW studios.

Another first which Mr. Stone finds questionable as the basis for any lasting fame is the fact that his station was the scene of radio's first major fire. The new blue draperies of their one studio caught fire soon after the station installation was completed. And before the year was out, there was another fire, which occurred during an actual broadcast. Mr. Stone was at the microphone. This one completely destroyed the building.

Though WBAW was rebuilt, Mr. Stone left during the reorganization in 1928 to join WSM which had been established by the National Life and Accident Insurance Co. It is a matter of record that in 1923, Mr. Stone made the original suggestion that the insurance company open a station.

At the time he went to WSM, Mr. Stone was the only full time anouncer on the staff. He gets a good laugh these days when an announcer complains about overwork. On duty from station open to close, during those early years, he was also the *Grand Ole Opry's* only announcer and master of ceremonies for a three-year period in the twenties. Then, as now, the *Opry* was a continuous four-hour, Saturday night show.

For many years, Mr. Stone says, WSM fought to keep commercial radio off the air. And in 1928, when the station did go commercial, they refused to accept programs of less than one hour.

In 1932, Mr. Stone was made general manager of the station. Under his direction, WSM began to assume full statue as one of the truly great farm stations. WSM attracted world-wide attention in 1937, as radio was put to its first real test in a national emergency.

It had been a rainy spring and rivers were rising. Flood waters reached the highest stage in history at Clarkesville, Tenn., and Mr. Stone, with two suitcases of equipment, acting as both engineer and announcer, set up a broadcast from a hotel room there on a Saturday night. It took all day to get a line through, he recalls, and even then, he was able to stay on the air only five minutes.

After hitching a ride back to Nashville, he was turning the dial of a car radio when he heard the first announcement that flood waters were rising right in the city of Louisville.

"I rushed back to the WSM studios," Mr. Stone says, "and called Lee Coulson, who at the time was manager of WHAS in Louisville. I offered him whatever help we could give."

The following afternoon, Sunday, January 24, Mr. Stone received a teletype message from Mr. Coulson stating that the power in Louisville would go off at 8 o'clock that night, forcing WHAS off the air. It was immediately apparent that WSM's transmitter was needed to carry on vital rescue work.

WSM, under Mr. Stone's direction, took over a task without precedent in radio history. With thousands of lives in the balance, Mr. Stone kept the station operating 82 continuous hours transmitting Louisville flood bulletins. During that time, not one thing but flood messages direct from Louisville went out over the WSM transmitter. All programs, sustaining and commercial, were cancelled on orders from Mr. Stone.

More than 200 stations throughout the United States rebroadcast the WSM signal.

In 1941, Mr. Stone was made chairman of NBC's Station Planning and Advisory Committee which was organized that year. He was also the first chairman of the Clear Channel Group of stations. In 1942, he was radio chairman of the Nashville American Legion. He is a member of the Nashville Advertising Club, and a former president of the Sulphur Dell Club, a social organization. He is a member of the American Red Cross Disaster Committee of Davidson County, the Davidson County Community Chest, and the Infantile Paralysis March of Dimes Committee.

On February 27, 1944, he was made chairman of the trade relations for the Nashville Chamber of Commerce. At the present time, he is chairman of employe relations for the NAB Sixth District.

During the war, one of the first road shows for American troops was organized by him in 1941, when he placed WSM entertainers in the Camel Caravan. They traveled thousands of miles, playing Panama and Guatemala as well as states across the country.

For relaxing, 49-year old Mr. Stone turns to hunting and fishing. His hobby is his thirty-foot Cris-Craft, named appropriately, "Grand Ole Opry," which he keeps in the Cumberland River. During the war, this boat was made the means of collecting a vast amount of old rubber tires when Mr. Stone offered rides to those who contributed to the drive.

Perhaps in Mr. Stone's 25-year record of radio service, there is nothing more remarkable than the list of today's big-name stars to whom he gave their first real chance in radio—James Melton, Irene Beasley, Kay Armen, Jeri Sullivan, Kenny Sargent, Bob Johnston, Dinah Shore, Smilin' Ed McConnell, and many, many more.

COLLECTING station book matches is a hobby of E. B. (Buck) Lyford, assistant manager of NBC Station Relations, who displays here a part of his assortment. Mr. Lyford has issued an open challenge on the matter of matching his collection, and at the same time says he'll welcome contributions.

NOW - WREN, TOPEKA

Radio Station WREN announces the opening of new studios and general offices at 411 West Tenth Street, Topeka, Kansas.

For availabilities on WREN, Topeka's favorite station, check today!

Our Famous

"QUIZ OF 2 CITIES"

AMERICA'S NO. 1 LOCAL SHOW IS NOW AVAILABLE IN A FEW MARKETS. WRITE TODAY!

AL BUFFINGTON CO.

2104 North Charles St.
Baltimore 18, Md.

SHOWS GEARED *FOR SELLING*

SELL

No. 1 Market

- WINSTON-SALEM
- GREENSBORO
- HIGH POINT

IN THE SOUTH'S

No. 1 State

WSJS

AM WINSTON-SALEM FM

THE JOURNAL-SENTINEL STATIONS

NBC AFFILIATE

Represented by
HEADLEY-REED COMPANY

ANOTHER FIRST
for
Atlanta's
Most Progressive
Station

WBGE

WBGE-FM

Atlanta's First Fulltime
FM-Station
98.5 Megacycles

LOCALLY OWNED
LOCALLY OPERATED

Studios & General Offices
Georgian Terrace Hotel

GENERAL
BROADCASTING
COMPANY

FULTON LEWIS TO FIGHT OUSTER

Action of Southern States Cooperative 'Idiotic,' Commentator Says

FULTON LEWIS jr., commentator heard on MBS, will fight efforts of Southern States Cooperative, Richmond, Va., to oust him as a member. He has labeled as "grotesque and idiotic" the action of the cooperative's 14-man board of directors in voting to force him out for actions described as "contrary to the best interests of the organization's 211,000 farmer-members in six states."

Mr. Lewis, who says he had intended to withdraw his membership but changed his mind when confronted with a threat that he would be put out, takes the position that the cooperative has no legal right to force him out. Further, he has instructed his attorneys to take steps to obtain an injunction to prevent the cooperative from going through with the dismissal proceedings. Mr. Lewis' counter-action in the courts is to be instituted this week.

Following his refusal to give up his membership, Mr. Lewis had asked to be heard by the cooperative's board, which the commentator describes as "hand-picked." The hearing was held Oct. 3 in Richmond, with Mr. Lewis and his attorneys present. Confronted with a lengthy (30 pages, according to Mr. Lewis) statement by W. G. Wysor, general manager of Southern States, full of what the commentator described as "interpretations, accusations, allegations, charges, and innuendos by Mr. Wysor personally," Mr. Lewis and his counsel asked for a continuance of a week, which was refused.

Mr. Lewis said he and his attorneys had been given no opportunity to see copies of the Wysor statement before the hearing began, and, further, that the press was excluded from the hearing.

"The action against Lewis grew out of a series of broadcasts in which he attacked cooperatives in general and Southern States in particular," said an announcement from the offices of the National Council of Farmer Cooperatives in Washington, D. C., while a statement by Harry N. Nuttle, of Denton, Md., president of Southern States, commenting on the action of his organization's board declared "the evidence against Mr. Lewis consisted primarily of actual transcripts from his own radio broadcasts, from his own writings and from his own speeches."

Commentator Lewis said Southern States objected strenuously to one of his broadcasts last February in which he had lifted parts of the annual report of Southern States to illustrate the organizational setup of cooperatives and their tax exemptions. Southern States further objected, he said, to a speech he made in New York in May before the National Credit Men's Assn.

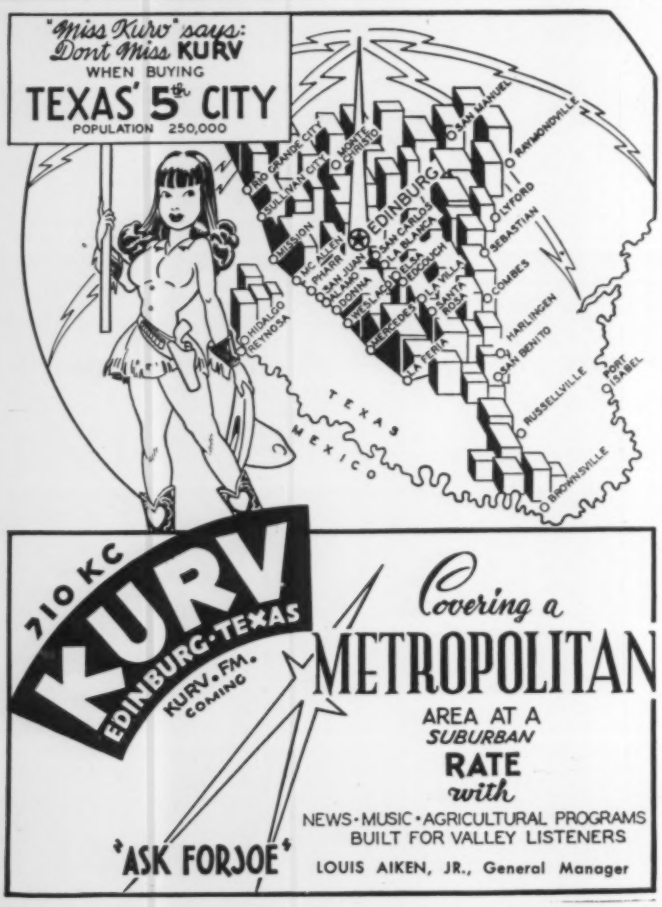
Chicago Wants to Retain Disc M. C. Headquarters

THE CHICAGO chapter of the newly-formed National Assn. of Disc Jockeys will oppose any attempt to move its national headquarters to New York, a spokesman for the group has announced. At the same time he denied that the association would ask the NLRB for a charter to function as a bargaining agent in an attempt to secure better working conditions for its members.

Barry Gray, who was appointed temporary chairman of the NADJ at its first convention Aug. 15, had queried members on the possibility of both moves and was told by the Chicago chapter that it would mean "the death of the organization."

Eddie Hubbard, newly-elected chairman of the Chicago chapter, said Midwest disc jockeys were opposed to moving the national headquarters to New York because it would become "a New York-dominated group."

NBC News Analyst H. V. Kaltenborn is the subject of a searching, 14-page study in current (October) American Mercury, written by Giraud Chester and titled "Kaltenborn Edits the News."



TURNTABLE

NAT V. DONATO, former advertising manager of Buse Magazine Group and prior to that New York manager of Wm. G. Rambeau Co., station representative, has been appointed eastern manager of C. P. MacGregor Co., Hollywood transcription library service. Offices will be established at 342 Madison Ave., New York. He succeeds ED KIRBY resigned. DON HALLMANN, formerly with CBS and NBC in New York and Chicago, has been added to C. P. MacGregor Co. eastern sales staff as account executive.

ROBERT P. MENDELSON PRODUCTIONS, Buffalo, N. Y., has completed series of 130 five-minute transcriptions featuring Joe McCarthy, manager of Boston Red Sox baseball team and ex-manager of New York Yankees.

RADIO-MUSIC Corp., Port Chester, N. Y., has announced development of new EL-3 Equalizer, designed to effect highest quality tone reproduction possible with both vertical and lateral recordings. The EL-3 can be used with one arm for vertical only and one arm for lateral only on one turntable or on separate tables by connecting both arms to equalizer. By switching from vertical equalization to lateral, company said, it is possible to change from one arm to the other and at same time throw in correct equalization.

TRANSCRIPTION SALES Inc., Springfield, Ohio, has moved its New York office to new and larger quarters at 47-49 W. 56th St. Phone: Columbus 5-1544.

EUGENE ROSEN, sales manager of U. S. Recording Co., Washington, has resigned. He plans to operate his own business in broadcast and recording fields. Before joining U. S. Recording, Mr. Rosen was assistant sales manager of Presto Recording Corp.

JOHNNY ARTHUR, freelance Hollywood actor, has been signed to 52-week contract by LARRY FINLEY TRANSCRIPTIONS Inc., Hollywood, for cast of transcribed "Diary of Fate."

EDWARD De La PENA, chief engineer of 6000 Sunset Radio Center, Hollywood recording service, resigned to join recording division of Don Lee Broadcasting System, that city, effective Oct. 1.

AL ARMOUR, orchestra manager and stage producer, has been named sales manager of 6000 Sunset Radio Center, Hollywood recording service. He succeeds LYMAN SMITH, resigned.

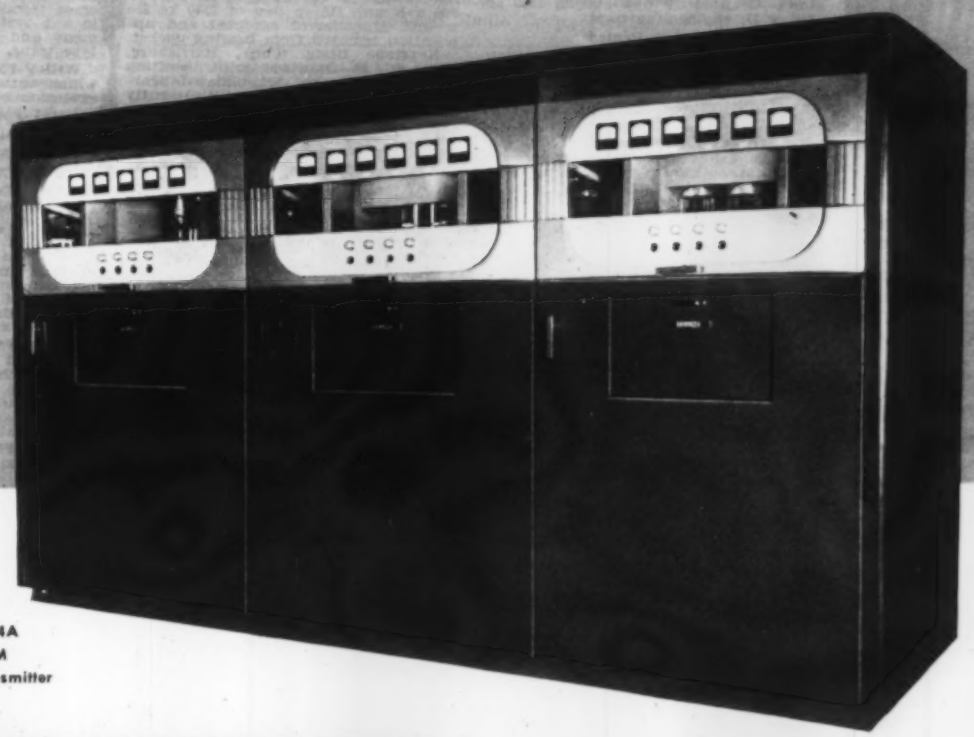
PAUL ADLER, former head of his own West Coast advertising and merchandising firm, has been named New York sales manager and distributor of Mayfair Transcription Co., Hollywood transcribed program packager, and is located at 385 Madison Ave., New York.

MOBILE and stationary communication equipment was displayed by RCA Communication Equipment Section at 52nd annual convention of the International Municipal Signal Assn., which concluded its sessions Oct. 2 at Hotel Pantlind, Grand Rapids, Mich.

IF YOUR RADIO DRAMATIZATION NEEDS SOUND EFFECTS
USE
MAJOR
SOUND EFFECT
RECORDS
• All 10-inch Double-face, Lateral Cut, 78 R.P.M.
• Recorded from Life on Film, then Waxed
• Quick-Cued Wherever Advantageous
• Playable on any Phonograph or Turntable
SEND FOR FREE CATALOGUE TODAY
DISTRIBUTED BY
Thomas J.
VALENTINO, Inc.
DEPT. BC-1
1600 BROADWAY
NEW YORK, N. Y.
CANADIAN DISTRIBUTOR
Instantaneous Recording Service
36-38 Wellington St. E.
Toronto, Ont., Can.

Collins

Dependability in FM



The Collins 734A
10,000 watt FM
Broadcast Transmitter

Built for Continuous Performance

Operating reliability and efficiency are your assurance of economical operation. In Collins FM transmitters each stage has been carefully designed for maximum efficiency. The requirements of every component were determined and generous safety factors allowed. You can depend on a Collins transmitter to give you continuous efficient performance.

Lasting Economy

The 10 kw 734A (shown above) consists of three basic units—a model 731A 250 watt exciter unit, a 3 kw intermediate amplifier, and a 10 kw grounded grid amplifier. The economy of thorough engineering is apparent both in the moderate initial cost and in the low operating expense. Each stage functions with high efficiency, thus a minimum number of stages is required. Only 33 tubes are utilized in the entire transmitter, *with only ten different tube types.* Low maintenance costs are assured by the use of highest quality components operated conservatively.

Advanced Circuit Design

Frequency stability is within ± 250 cps. All circuits are metered. Exciter, intermediate amplifier and power amplifier stages utilize motor tuning. Forced air ventilation is provided for each cabinet. The vertical chassis can be tilted forward for servicing the rear side. Fuseless circuit protection is provided in both a-c and d-c power channels.

Distortion is less than 1.5% at 100% modulation over the range of 50-15,000 cps. The frequency response is flat within 1.0 db over the same range.

Twenty-five or fifty kw operation is accomplished simply by adding amplifier bays. Write us for a complete, descriptive bulletin giving detailed information.

National Radio Week, October 26—November 1

FOR THE BEST IN FM, IT'S...

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street, New York 18, N. Y.

458 South Spring Street, Los Angeles 13, California

● **YOU NEED**

Only two types of PLUG-IN amplifiers...Type 116-A as a pre-amplifier or booster...Type 117-A as a program amplifier, monitor, or booster.

Only two types of tubes, 1620's and 6V6GT's.

● **YOU SAVE**

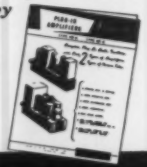
By conserving rack space.

By simplified maintenance... Just PLUG-IN a spare amplifier should trouble occur.

● **YOU HAVE QUALITY**

These amplifiers are built to the Langevin standard of high quality performance...They exceed the FCC specifications for FM.

The complete story of "PLUG-IN Amplifiers by Langevin" is ready for you now in booklet form... write for it today.



The Langevin Company
INCORPORATED
SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING
NEW YORK 39 W. 65 St. 23 · SAN FRANCISCO 1050 Howard St. 3
LOS ANGELES 1000 N. Seward St. 38

October 3 Decisions . . .

DOCKET CASE ACTIONS

AM—1240 kc

Announced proposed decision looking toward grant of application of Radio Bluefield Co. for new station Bluefield, W. Va., on 1240 kc 250 w unl., and denial of mutually exclusive application of Pocahontas Bcstg. Corp. for same facilities.

AM—1400 kc

Announced proposed decision looking toward denial of application of Illinois Bcstg. Co. for new station Centralia, Ill., on 1400 kc 250 w unl., because of objectionable mutual co-channel interference with WDWS Champaign, Ill., and WEOA Evansville, Ind.

BY COMMISSION EN BANC

AM—1360 kc

Hawkeye Bcstg. Co., Fort Madison, Iowa—Granted CP new station 1360 kc 500 w D; engineering cond.

Petition Denied

WJBW New Orleans—Denied petition requesting joint consideration to application for renewal of license and application for CP and ordered that action on application for CP be held in abeyance until after Commission's final decision in matter of renewal of license.

KSAN San Francisco—Adopted memorandum opinion and order denying petition for rehearing, directed against Commission action on July 2, 1947, denying petitioner's application and granting application of Monterey Bay Bcstg. Co.

Logansport Bcstg. Corp., Logansport, Ind.—Denied petition requesting Commission to reconsider action of March 6, 1947, designating for hearing its application or partially grant application.

WHOM Jersey City, N. J.—Denied petition requesting reconsideration and grant without hearing of application for mod. license to move main studios of WHOM to New York.

Petition Dismissed

WKRC Cincinnati—Dismissed petition to remand for further hearing directed against Commission's proposed decision of April 25; denied motion of WKRC to strike reply brief filed by WJIM to exceptions, and denied petition to continue oral argument presently scheduled Oct. 8.

Hearing Designated

The Fairfield Bcstg. Co. and Hocking Valley Bcstg. Corp., Lancaster, Ohio—Designated for consolidated hearing application of The Fairfield Bcstg. Co. 1320 kc 500 w D with application of Hocking Valley Bcstg. Corp. 1320 kc 250 w D.

Bessemer Bcstg. Co., Bessemer, and Ensley-Fairfield Bcstg. Co., Ensley, Ala.—Designated for consolidated hearing applications of Bessemer Bcstg. Co. 1450 kc 250 w unl. and application of Ensley-Fairfield Bcstg. Co. for same facilities.

University City Bcstg. Co., Norman, Okla.—Designated for hearing application for new station 1400 kc 250 w unl. in consolidated proceeding with applications of Norman Bcstg. Co. and H. J. Griffith Bcstg. Co.

Leaf-Chronicle Co. Inc., Clarksville, Tenn.; Dixie Bcstg. Co., Jackson, Tenn. and Humboldt-Milan-Trenton Bcstg. Co., Humboldt, Tenn.—Designated for hearing in consolidated proceeding the applications of Leaf-Chronicle Co. Inc. 950 kc 1 kw D; Dixie Bcstg. Co. 930 kc 1 kw D; and Humboldt-Milan-Trenton Bcstg. Co. 950 kc 1 kw D.

ACTIONS ON MOTIONS

(By Commissioner Hyde)

KXRO Aberdeen, Wash.—Granted petition for leave to amend application to add revised engineering data.

East Liverpool Bcstg. Co., E. Liverpool, Ohio—Granted petition for leave to amend application to show addition of two new stockholders etc.

Max H. Lavine, St. Cloud, Minn.—Granted petition for leave to amend application to change applicant from individual to corporation—Granite City Bcstg. Co.

The Patriot Co., Harrisburg, Pa.—Granted petition to dismiss without prejudice application for CP.

Lockport Union-Sun and Journal Inc., Lockport, N. Y.—Granted petition for leave to amend application to specify 1340 kc 250 w unl. instead of 1230 kc 250 w unl.; and Commission on own motion removed application from hearing docket.

WERC Erie, Pa.—Granted petition for leave to intervene in hearing on application of Erie Bcstg. Corp., Buffalo, N. Y.

Erie Bcstg. Corp., Buffalo, N. Y.—Denied petition requesting that Commission remove from hearing docket and grant application.

WERC Erie, Pa.—Granted petition for continuance of hearing in show cause proceeding and application of WLEU presently scheduled Oct. 15 and continued same to Nov. 17.

Sarkes Tarzian, Bloomington, Ind.—Granted petition for leave to amend application to add amended engineering exhibit to specify 1370 kc 1 kw-D 500 w-N unl. DA in lieu of 1340 kc 250 w unl. Amendment accepted and application removed from hearing docket.

Keystone Bcstg. Corp., Harrisburg, Pa., et al—Granted joint petition for continuance of consolidated hearing in re applications for CP presently scheduled for Oct. 13, and continued same to Nov. 19.

Southeastern Massachusetts Bcstg. Corp., New Bedford, Mass.—Granted petition for extension of time in which to file opposition to "Petition for Review of Action of Motions Docket. Commissioner taken on Sept. 11, 1947," filed by Bay State Bcstg. Co., and time was extended to Oct. 6.

WBAL Baltimore—Granted in part petition for continuance of hearing now scheduled Oct. 6, and consolidated hearing was continued to Nov. 3. Further ordered that pre-hearing conference in this matter be continued to Oct. 15.

Sarkes Tarzian, Bloomington, and Radio Bedford Inc., Bedford, Ind.—Dismissed joint petition requesting reconsideration and grant of respective applications for new stations.

October 3 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WLIZ Bridgeport, Conn.—Mod. CP which authorized new standard station, for approval of ant. and trans. location. AMENDED to make changes in ant. and ground system.

AM—1190 kc

The Martinez-Rodriguez Bcstg. Co., San Juan, P. R.—CP new standard station 1190 kc 10 kw limited hours. AMENDED to change hours of operation from limited to unl. and install DA-N.

Modification of CP

KLIF Oak Cliff, Tex.—Mod. CP as mod. which authorized new standard station to make changes in vertical ant. and change trans. location.

KONG Alameda, Calif.—Mod. CP which authorized new FM station for extension of completion date.

KSFH San Francisco—Same.

KGDM-FM Stockton, Calif.—Same.

WRC-FM Washington—Same.

WWPG-FM Palm Beach, Fla.—Same.

WFLA-FM Tampa, Fla.—Same.

WGAU-FM Athens, Ga.—Same.

WMAZ-FM Macon, Ga.—Same.

KTFI-FM Twin Falls, Ida.—Same.

WCIL-FM Carbondale, Ill.—Same

WEFM Chicago—Mod. CP as mod. which authorized changes in FM station, for extension of completion date.

WEAW Evanston, Ill.—Mod. CP as mod. which authorized new FM station, for extension of completion date.

WKIL Kankakee, Ill.—Same.

FM—103.3 mc

University City Bcstg. Corp., Urbana, Ill.—CP new FM station (Class B) on Channel 277, 103.3 mc, ERP 3.6 kw and ant. height above average terrain 306 ft.

Modification of CP

KWBB-FM Wichita, Kan.—Mod. CP which authorized new FM station for extension of commencement and completion dates.

FM—99.1 mc

Hillsdale Bcstg. Co. Inc., Hillsdale, Mich.—CP new FM station (Class B) on Channel 256, 99.1 mc, ERP 2 kw.

Modification of CP

WKBZ-FM Muskegon, Mich.—Mod. CP which authorized new FM station, for extension of completion date.

KYSM-FM Mankato, Minn.—Same.

WSNJ-FM Bridgeton, N. J.—Same.

License for CP

WWHG Hornell, N. Y.—License to cover CP which authorized new FM station.

Modification of CP

WGHF New York—Mod. CP as mod. which authorized new FM station for extension of completion date.

WDOS-FM Oneonta, N. Y.—Same.

WBCA Schenectady, N. Y.—Same.

WBBB-FM Burlington, N. C.—Same.

WFNS-FM Burlington, N. C.—Mod. CP as mod. which authorized new FM station, to change type station to Class B; frequency to Channel 277, 103.3 mc; ERP to 19 kw; ant. height above average terrain to 288 ft.; make changes in ant. system and change commencement and completion dates. Change type trans.

WHKY-FM Hickory, N. C.—Mod. CP which authorized new FM station, for extension of completion date.

KHSL-FM Chico, Calif.—Same.

KSEO-FM Durant, Okla.—Same.

WCED-FM DuBois, Pa.—Same.

WMBS-FM Uniontown, Pa.—Same.

KVWC-FM Vernon, Tex.—Same.

WPLH-FM Huntington, W. Va.—Same.

WRAI Wausau, Wis.—Mod. CP which authorized new FM station, to change type trans., ERP to 84.6 kw, make changes in ant. system and change commencement and completion dates.

KFBA Cheyenne, Wyo.—Mod. CP which authorized new FM station, for extension of completion date.

WKNB-FM New Britain, Conn.—Same.

KQV-FM Pittsburgh—Mod. CP as mod. which authorized new FM station, to change type trans., specify studio location, make changes in ant. system and change commencement and completion dates.

WGAY-FM Silver Springs, Md.—Mod. CP as mod. which authorized new FM station for extension of completion date.

WNYE Brooklyn—Mod. CP as mod. which authorized changes in noncommercial educational station, for extension of completion date.

TV—180-186 mc

The Yankee Network Inc., Hartford, Conn.—CP new commercial television station on Channel 8, 180-186 mc, power of vis. 5 kw (peak), aur. 2.97 kw unl.

TV—186-192 mc

Empire Coil Co. Inc., Parma, Ohio—CP new commercial television station on Channel 9, 186-192 mc, power vis. 5 kw, (peak) aur. 2.5 kw unl.

TENDERED FOR FILING

AM—1210 kc

Newport Harbor Bcstg. Co., Newport Beach, Calif.—CP new standard station 1210 kc 250 w D.

Modification of CP

WINZ Hollywood, Fla.—Mod. CP to change from DA-DN with 1 kw to DA-N with 1 kw-N 10 kw-D and install new trans.

Assignment of License

KFBI Wichita, Kan.—Consent to assignment of license of AM station KFBI and remote pickup KAQY to KFBI Inc.

October 6 Applications . . .

ACCEPTED FOR FILING

Assignment of License

WHMA Anniston, Ala.—Voluntary assignment of license from Harry M. Ayers to Anniston Bcstg. Co.

SSA—1130 kc

KYOR San Diego, Calif.—SSA to operate on 1130 kc with 100 w N for period not to exceed six months.

Assignment of License

KSDJ San Diego, Calif.—Voluntary assignment of license from Clinton D. McKinnon to McKinnon Publications Inc.

Modification of CP

KLIK San Diego, Calif.—Mod. CP as mod. which authorized new standard station, for extension of completion date.

Transfer of Control

WLAD Danbury, Conn.—Voluntary transfer of control of permittee corporation from Lazarus S. Heyman, Burton F. Sherwood and William Hanna to John C. Doran, Cecil Previdi, Robert J. Doran and John P. Previdi. (250 sh. capital stock—72.5%.)

WBLW Lake Worth, Fla.—Voluntary transfer of control of permittee corpo-

ACTIONS OF THE FCC

OCTOBER 3 TO OCTOBER 9

CP-construction permit
DA-directional antenna
ERP-effective radiated power
ST-studio-transmitter
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur-aural
vis-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours

nation from James K. Edmundson, Charlotte Edmundson, Frank R. Knutti and Elaine Knutti to Clarence L. Menser. (30 sh. capital stock issued and 220 sh. subscribed for 100%.)

Modification of CP

WDLP Panama City, Fla.—Mod. CP which authorized change frequency, increase power, install new trans. and DA-DN (DA-1) and change in trans. location, to change type trans.

License for Aux.

WJNO West Palm Beach, Fla.—License to use old main trans. as alternate trans. to be located at present site of main trans.

License for CP

WNMP Evanston, Ill.—License to cover CP as mod. which authorized new standard station, change studio location and authority to determine operating power by direct measurement of ant. power.

WGL Fort Wayne, Ind.—License to cover CP as mod. which authorized change frequency, increase power, install new trans. and DA-DN and change trans. and studio location and authority to determine operating power by direct measurement of ant. power.

WGUY Bangor, Me.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Program Authority

Burns Avenue Baptist Church, Detroit, Mich.—Extension of authority to transmit programs from Burns Avenue Baptist Church to CKLW Windsor, Ont., Canada, for period beginning 10-10-47.

SSA—1130 kc

WCAR Pontiac, Mich.—SSA to operate from 7 a.m. (EST), to local sunrise with 250 w for period beginning 11-1-47 and ending in no event later than 2-28-48.

License for CP

KXXL Reno, Nev.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant .power.

Assignment of License

WFEA Manchester, N. H.—Voluntary assignment of license from WFEA Inc. to N. H. Bcstg. Inc.

Transfer of Control

WPTR Albany, N. Y.—Voluntary transfer of control of permittee corporation from H. E. Blodgett, agent for Richmond Merrill, George W. Foy, John T. DeGraff, George H. Borthwick, George E. O'Connor, Edward M. Toole, Irving L. Simon, Murray C. Smouse, Theodore Sonnenfeld and J. Glenn Prescott to Schine Chain Theatres Inc. (1000 sh. preferred and 1100 sh. common stock.)

License for CP

WWOL Lackawanna, N. Y.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Program Authority

American Bcstg. Co. Inc., New York—Extension of authority to transmit recorded programs to all stations under control of Canadian authorities that may be heard consistently in U. S.

License for CP

WFAS White Plains, N. Y.—License to cover CP as mod. which authorized installation of new trans. and vertical ant. and change in trans. location and authority to determine operating power by direct measurement of ant. power.

TRANSMITTER buildings for CBX Lacombe, Alta., and CBW Carman, Man., new 50-w Canadian Broadcasting Corp. outlets in western Canada, are nearing completion. Above is architect's drawing of CBX transmitter building, which will be similar to that of CBW. Studios of CBX will be at Edmonton, 95 miles south of Lacombe, those of CBW at Winnipeg, 52 miles from Carman. CBX will use 1010 kc, CBW 990 kc. Stations are expected to be on the air before end of next year. Transmitters are being built by Federal Radio Corp., Montreal.

WKNS Kinston, N. C.—License to cover CP as mod. which authorized new standard station and change studio location and authority to determine operating power by direct measurement of ant. power.

WBBO Forest City, N. C.—License to cover CP which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WMNC Morganton, N. C.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WWST Wooster, Ohio—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WCNR Bloomsburg, Pa.—License to cover CP which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

KQV Pittsburgh—License to cover CP as mod. which authorized increase in power, install new trans. and DA-DN and to change trans. location and authority to determine operating power by direct measurement of ant. power.

WHAB Stroudsburg, Pa.—License to cover CP as mod. which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WEXT Milwaukee—Mod. CP as mod. which authorized new standard station, to change corporate name of permittee from Andave Radio Co. to WEXT Inc. and change type of trans. Also license to cover CP as mod. which authorized new standard station and change description of studio location; authority to determine operating power by direct measurement of ant. power.

TENDERED FOR FILING

Assignment of License

KPMO Pomona, Calif.—Consent to assignment of license to Dean H. Wickstrom and Warner H. J. Sorenson d/b as Valley Bcstg. Co.

AM—1490 kc

Western Michigan Radio Corp., Muskegon, Mich.—CP new standard station 1490 kc 250 w unl.

KILO Grand Forks, N. D.—Consent to assignment of license to Grand Forks Herald Inc.

Continental Bcstg. Co., Toledo, Ohio—CP new standard station 1470 kc 1 kw unl. DA.

October 7 Decisions . . .

DOCKET CASE ACTION

AM—1340 kc

Announced proposed decision looking toward grant of application of Murray Bcstg. Co. Inc. for new station Murray, Ky., 1340 kc 250 w unl., and denial of application of Paris Bcstg. Co. seeking same facilities at Paris, Tenn.

BY THE SECRETARY

KXOB Stockton, Calif.—Granted license for new station 1280 kc 1 kw DA-N unl. and to specify studio location.

WNAM Neenah, Wis.—Granted license for new station 1280 kc 1 kw D.

WCOM Lawrence, Mass.—Granted license for new station 800 kc 1 kw D and to specify studio location.

WIBX-FM Utica, N. Y.—Granted license for new FM station.

WJPG-FM Green Bay, Wis.—Same.

KAGH Pasadena, Calif.—Same.

WOAP Owosso, Mich.—Granted mod. CP to make changes in vertical ant. and mount FM ant. on AM tower, and change studio location.

WNDB Daytona Beach, Fla.—Granted mod. CP for approval of vertical ant. and to mount FM ant. on AM tower, and for approval of trans. location.

WOW Omaha, Neb.—Granted CP make changes in vertical ant. and mount FM ant. on AM tower.

WKOZ Kosciusko, Miss.—Granted mod. CP for approval of ant. and trans. location.

WFRC Reidsville, N. C.—Granted mod. CP for extension of completion date to 11-6-47.

KTEM Temple, Tex.—Same to 1-18-48.

KDUR Durant, Okla.—Same to 5-1-48.

WPRA Mayaguez, P. R.—Same to 2-28-48.

WDLW Detroit, Mich.—Same to 12-23-47.

WLEE-FM Richmond, Va.—Same to 12-16-47.

KMPC-FM Los Angeles—Same to 12-27-47.

KGFF-FM Shawnee, Okla.—Same to 12-14-47.

WKWK-FM Wheeling, W. Va.—Same to 12-27-47.

WPAY-FM Portsmouth, Ohio—Same to 1-6-48.

WIST Charlotte, N. C.—Same to 1-30-48.

WOSH-FM Oshkosh, Wis.—Same to 12-18-47.

WKPT-FM Kingsport, Tenn.—Same to 1-17-48.

KNX-FM Los Angeles—Same to 12-28-47.

WEMP-FM Milwaukee—Same to 1-20-48.

WCIL Carbondale, Ill.—Granted CP to make changes in vertical ant. and mount FM ant. on AM tower.

KVOA Tucson, Ariz.—Granted CP install new trans.

WHOT South Bend, Ind.—Same.

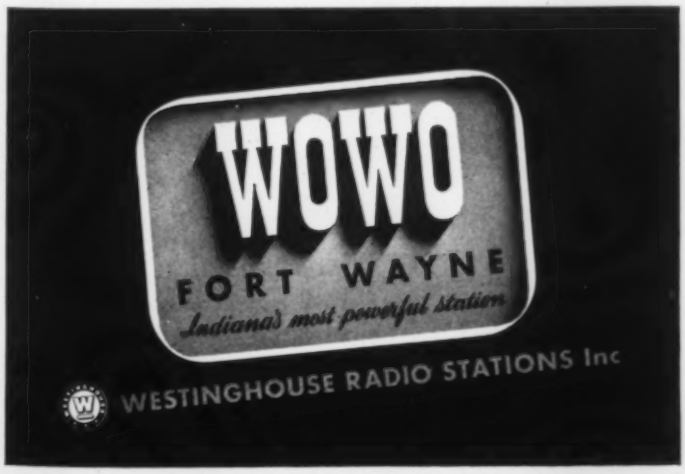
WEEU Reading, Pa.—Same.

WJMC Rice Lake Wis.—Granted license covering installation of new vertical ant. and mounting of FM ant. on top AM tower.

WGFG Kalamazoo, Mich.—Granted license for new station 1360 kc 1 kw DA-N unl. and to specify studio location.

WKTG Thomasville, Ga.—Granted mod. CP for extension of completion date to 180 days after grant.

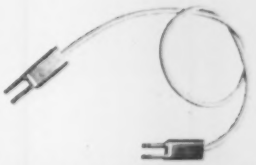
(*Continued on page 64*)



ELECTRONIC SERVICE BARGAINS

NEW COAXIAL LINE DEHYDRATORS $200

Made by Communication Products and General Electric for Navy use, can handle up to 600 ft. of 6 inch coaxial, or variable pressure to 35 lbs. per square inch; ideal for FM-AM-television. Set of spares: $22.50.



NEW WESTERN ELECTRIC PATCH CORDS

Those hard-to-get cords with 241A plugs on both ends only $5.00 each in lots of 12 or more. $6.00 singly. Either 2 or 4 foot sizes. Also 6 foot test cords with WE 241A plug and test clips, $5.00.

Four conductor, spiral four telephone wire, on quarter mile reels of 1320 feet, used but good condition, only $25.00 per reel, FOB Louisville. All copper, stranded, equal to #18 gauge, with steel shield, neoprene cover. Ideal for tower to transmitter phone line, remotes, wiring.

Western Electric 124E monitor amplifiers, 12 watts, only $75.00 each.

VU Meters, $25.00 each.

Immediate Delivery from Stock!

ELECTRONIC SERVICE CO.

431 W. JEFFERSON ST.
LOUISVILLE, KENTUCKY

FCC Actions

(*Continued from page 63*)

Decisions Cont.:

WBUD Morrisville, Pa.—Granted CP make changes in trans.

WSHS Floral Park, N. Y.—Granted license for new noncommercial educational station.

KWRN Reno, Nev.—Granted mod. CP to make changes in trans. and for approval of ant. and trans. location.

WKOP Binghamton, N. Y.—Granted license for new station 750 kc 1 kw D.

KALB Alexandria, La.—Granted license which authorized changes in DA and mounting FM ant. on top of center tower, and increase in power to 1 kw-N DA-N 5 kw-LS, and install new trans.

KCSB San Bernardino, Calif.—Granted license for new station 1350 kc 500 w D.

WJMX Florence S. C.—Granted license for new station 970 kc 5 kw D.

WOOB Anniston, Ala.—Granted license for new station 1490 kc 250 w unl.

WMIQ Iron Mountain, Mich.—Granted license covering installation of new trans.

WAUL Auburn, Ala.—Granted mod. CP to change trans. and studio location.

WCMW-FM Canton, Ohio—Granted mod. CP to specify studio location, change type trans. and make changes in ant. system.

KWGB Goodland, Kan.—Granted mod. CP to change type trans. and for approval of ant. and trans. locations.

KSTA Coleman, Tex.—Granted mod. CP change type trans., for approval of ant. and trans. location, and to change studio location.

WKST New Castle, Pa.—Granted mod. CP for extension of completion date to 11-1-47.

KVOL Lafayette, La.—Granted CP install new trans.

WKNP Corning, N. Y.—Authorized extension of completion date to 11-27-47.

KPNI Palo Alto, Calif.—Same to 1-27-48.

KOCY-FM Oklahoma City—Same to 5-1-48.

WJHP-FM Jacksonville, Fla.—Same to 2-18-48.

KOMA-FM Oklahoma City—Same to 4-28-48.

WGH-FM Newport News, Va.—Same to 2-6-48.

KBMT San Bernardino, Calif.—Same to 4-27-48.

KCVN Stockton, Calif.—Same to 12-1-47.

KOIN-FM Portland, Ore.—Same to 1-20-48.

WEDQ-FM Harrisburg, Ill.—Same to 12-17-47.

WMIN-FM St. Paul, Minn.—Same to 12-20-47.

WFBC-FM Altoona, Pa.—Same to 1-1-48.

WSJS-FM Winston-Salem, N. C.—Same to 1-10-48.

KFMJ-FM Tulsa, Okla.—Same to 1-11-48.

WCFC Beckley, W. Va.—Same to 10-19-47.

KWNO-FM Winona, Minn.—Same to 12-1-47.

WBNY-FM Buffalo, N. Y.—Same to 1-27-48.

WWST-FM Wooster, Ohio—Same to 12-17-47.

WMCK-FM McKeesport, Pa.—Same to 12-16-47.

WOLF Syracuse, N. Y.—Same to 10-30-47.

KTFI Twin Falls, Ida.—Same to 10-30-47.

FCC Correction

In report dated Oct. 2 item referring to Burbank Bcstrs. Inc. should have shown ant. height as minus 380 ft.

October 7 Applications . . .

ACCEPTED FOR FILING

AM—910 kc

KPHO Phoenix, Ariz.—CP change frequency from 1230 to 1030 kc, increase 250 w to 10 kw, install new trans., install DA-N and change trans. location. AMENDED to change frequency from 1030 to 910 kc, power from 10 kw to 5 kw; change type trans. and make changes in DA and changes in ground system.

AM—1230 kc

Home News Pub. Co., New Brunswick, N. J.—CP new standard station 1070 kc 100 w D. AMENDED to change frequency from 1070 to 1230 kc, power from 100 w D to 250 w and change hours from D to unl.

AM—1270 kc

Land O'Lakes Bcstg. Corp., Cambridge, Ohio—CP new standard station 1130 kc 1 kw D. AMENDED to change frequency from 1130 to 1270 kc.

AM—1270 kc

Winchester Bcstg. Corp., Winchester, Va.—CP new standard station 790 kc 1 kw D. AMENDED to change frequency from 790 kc to 1270 kc, change trans. location.

AM—950 kc

WINC Winchester, Va.—CP change frequency from 1400 to 950 kc, increase from 250 w to 500 w N 1 kw D, change type trans. and install DA-N. AMENDED to change trans. location.

Acquisition of Control

WSAU Wausau, Wis.—Voluntary acquisition of control of licensee corporation from Harry J. Grant and Faye McBeath to trustee under Journal Employees' Stock Trust Agreement. (18,000 sh. capital stock).

WTMJ Milwaukee—Voluntary acquisition of control of licensee corporation from Harry J. Grant and Faye McBeath to trustee under Journal Employees' Stock Trust Agreement. (18,000 sh. capital stock).

Assignment of CP

WHMA-FM Anniston, Ala.—Voluntary assignment of CP, as mod., from Harry M. Ayers to Anniston Bcstg Co.

Modification of CP

WSFA-FM Montgomery, Ala.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

Transfer of Control

WLAD-FM Danbury, Conn.—Voluntary transfer of control of permittee from Lazarus S. Heyman, Burton F. Sherwood and William Hanna to John C. Doran, Cecil Previdi, Robert J. Doran and John P. Previdi.

Modification of CP

WGOR Lauderdale, Fla.—Mod. CP which authorized new FM station for extension of completion date.

FM—92.9 mc

Fulton County Bcstg. Corp., Atlanta, Ga.—CP new FM station (Class B) on Channel 225, 92.9 mc, ERP 20 kw and ant. height above average terrain 500 ft.

FM—Trans.

WMOT Pittsburgh—CP specify type trans. and specify ant. system. AMENDED to change type trans.

Modification of CP

WSBA-FM York, Pa.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WHIS-FM Bluefield, W. Va.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

Acquisition of Control

WTMJ-FM Milwaukee — Voluntary acquisition of control of licensee corporation from Harry J. Grant and Faye McBeath to trustees under Journal Employees' Stock Trust Agreement.

WSAU-FM Wausau, Wis.—Voluntary acquisition of control of permittee corporation from Harry J. Grant and Faye McBeath to trustees under Journal Employees' Stock Trust Agreement.

Modification of CP

WBEN-TV Buffalo, N. Y.—Mod. CP, as mod., which authorized new commercial TV station, to change equipment and power to vis RCA-TT-5A, max. 5 kw aur RCA-TT-5A, max. 2.5 kw and extension of completion date.

WDTV Pittsburgh—Mod. CP, as mod., which authorized new commercial TV station, to change trans. location.

Purdue U., West Lafayette, Ind.—Mod. CP, as mod., which authorized new experimental television station W9XG, for extension of completion date.

Don Lee Bcstg. System, Hollywood, Calif.—Mod. CP, as mod., which authorized new experimental television station W6XNO, for extension of completion date.

Radiophone Bcstg. Station WOPI Inc., area of Bristol, Tenn. and Bristol, Va.—Mod. CP which authorized new remote pickup station WKSI for extension of completion date.

American Colonial Bcstg. Corp., Arecibo, P. R.—Mod. CP which authorized new remote pickup station WKVN for extension of completion date.

License Renewal

WFEA Manchester, N. H.—License renewal for aux. trans.

Indianapolis Bcstg. Inc., Indianapolis—License renewal for mobile relay stations WEIH WEII.

(*Continued on page 70*)

GE's CARAVAN

Workshop to Tour 35 States —To Show FM Servicing—

A TRAVELING FM radio workshop, conducted by electronics engineers in cooperation with General Electric distributors, has undertaken a 10,000-mile, 35-state tour to help educate radio technicians for the job of servicing FM sets, General Electric Co. has announced. The tour will extend to Dec. 4.

Mr. Payne

"By the first of the year," a GE spokesman declared, "repair and reconditioning of FM receivers may be a serious problem. We've started the traveling workshop in the hope that we can avoid an industry setback in this expanding new field."

The tour opened Sept. 24 at Hartford, Conn., with subsequent stops planned for Boston, New York City, Pittsburgh, Cleveland, Columbus, Detroit and Chicago. From the Midwest the caravan will go to Denver and the West Coast and then will cover cities in Texas, the South, and Central Plains.

R. D. Payne, sales manager of service test equipment for GE's Specialty Division, is in charge of the tour. Other personnel taking part in various cities will be George F. Devine, commercial engineer of the division; Frank E. Sladky of the Receiver Division; N. E. Schick, Jack Najork, and R. H. Rudolph, Specialty Division engineers; and Henry A. Crossland, Specialty Division sales manager.

Musician Tax Status

STATUS of musicians in orchestras performing short stands is clarified in a ruling by the Bureau of Internal Revenue. The decision holds leaders must pay Federal unemployment and insurance taxes for employes.

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WHO Des Moines

1001 RULES, REGULATIONS AND STANDARDS OF FCC

For Example: Do stations have to sell time to all political candidates who apply for broadcast privileges?

See pg. 26 pt. 3

This is but one of thousands of rules and regulations, indexed for easy reference. Save time—play safe.

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Census Report Shows 10,700,000 Persons Have Changed Location Since V-J Day

U. S. POPULATION GROWTH reached an all-time high during 1946, when an estimated 2,279,000 persons were added to the total. In the same report released last week by J. C. Capt, director, Bureau of the Census, Department of Commerce, the total population figure for the United States including armed forces overseas was 142,673,000. This is an increase of about 11 million since the last census in 1940.

Another special report on migration from the census statisticians estimated that in the 14 months between V-J Day (Aug. 14, 1945) and Oct. 1946, one person in every 13, or 10,700,000 persons, had changed his residence to a different county, and almost half of these moved from one state to another.

In seven years since the last census, the U. S. population has increased 8.4%. In the decade from 1930 to 1940, the increase was only 7.2%. Most of this increase was caused by the very high birthrate. Immigration contributed only 8% of the total gain.

During 1946 the birthrate in the last half of the year was almost twice the total in the first half. In the first half of the year, the low birthrate was compensated for by the return of large numbers of servicemen from overseas.

When the servicemen became veterans, more than one in ten migrated from one county to another. Migrancy was split about evenly between men and women, with women having a slight edge. The proportion of migrants was highest in the 20-29 year age group.

Census experts have determined the major reasons for moving, and found that approximately one-half the persons who moved did so because the head of the family moved. Most heads of the family moved seeking employment. Approximately 60% of those who moved in search of jobs crossed state lines.

Housing problems were the second cause of migration, with 17% of families moving for that reason. Of the remainder, about 20% moved because of a change in marital status (including children who moved with parents), and the rest moved for reasons such as health, climate, schooling, or to join the head of a family.

Educational level of migrants was slightly higher than that of the general population. Those with the most education moved farthest in making postwar readjustments. A larger percentage of white collar and professional people moved than any other occupational group.

No breakdown by region or urban-rural areas was given in the Census Bureau estimates.

PRINCESS RO ME Darling, full-blooded Indian star of Cecil B. DeMille's *Unconquered*, is assisting in promotion for the forthcoming launching of WSAC Columbus, Ga. Flanking her on left is William K. Jenkins, WSAC president, and on right Willis J. Davis, secretary-treasurer of station. WSAC (1 kw fulltime, 1460 kc) expects to be on the air within next few weeks.

* * *

WSAC COLUMBUS, GA. TO BE LAUNCHED SOON

WSAC plans to take the air within the next four weeks in Columbus, Ga., as a 1-kw fulltime outlet on 1460 kc, Edwin Mullinax, vice president and general manager, announces.

Station will be a Mutual affiliate, with studios at 1028 Broadway, Columbus. Transmitter will be one mile east of Columbus. WSAC will use RCA equipment, and has contracted for UP news service.

The WSAC officers, in addition to Mr. Mullinax, who is also general manager of WLAG LaGrange, Ga., include William K. Jenkins, president, and Willis J. Davis, secretary-treasurer. Mrs. Frances Smith, formerly with WRBL Columbus, has been named WSAC local sales manager. Chief engineer of the new station is Hudie Brown.

SOLD ON RADIO

Burt's Store Has Been on WHK 11 Years

AT LEAST one department store in the nation doesn't need further proof of radio's effectiveness. That store is Burt's Department Store, Cleveland, which celebrated its eleventh anniversary on WHK Sept. 27. In that time the sponsor has not even changed its program, an amateur show, titled *Big Broadcast*.

Program is heard from 6-8 p.m. Saturday, with the owner of the store, L. O. Klivans, as m.c. Mrs. Klivans acts as women's commentator, giving fashion advice. The store has attracted attention to the program with direct mail advertising and free broadcast tickets. In the winter-spring Hooper, *Big Broadcast* averaged a 12 rating.

Mr. Klivans has been a radio sponsor for 18 years, and today the bulk of Burt's Department Store advertising budget goes into radio. In addition to the amateur program, Burt's sponsors one hour of daytime programs Monday-Friday, and 2½ hours of hillbilly and nationality music on Saturday, all on WHK.

Troops Hear Games

FACILITIES of shortwave stations KWID-KWIX San Francisco have been made available by Wesley I. Dumm, president of Associated Broadcasters Inc., to Armed Forces Radio Service so occupation forces in the Pacific could receive World Series and Western football games.

"It's all right, usher, WFDF Flint says we shouldn't miss this show."

Western Electric

1304 TYPE REPRODUCER SETS

These new Cabinet Type Reproducer Sets—1304A with the popular 9A Reproducer, 1304B with the 9B—are Bell Laboratories-engineered to bring out the full quality of the finest lateral and vertical recordings. An entirely new precision drive mechanism provides exceptionally smooth operation and uniform speed at both 33⅓ and 78 rpm. The 1304A and B Cabinet Types and the 304A and B Reproducer *Panels* will be in production this year. For full information, write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y. or...

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BROADCAST REPRESENTATIVE

PROGRAMS

SECRETARIES from local business houses are invited to compete for prizes in typewriting and shorthand contests on new show "Take a Letter Darling" over WLAQ Rome, Ga. Sponsored by King Typewriter & Equipment Co. of Rome, show is conducted by George Eubanks, WLAQ program director, who announces the contest in a horse-race style. Grand prize of the weekly show is a Remington Rand portable typewriter.

Fountain Square History

HISTORY of Cincinnati's Fountain Square is told in story and song on new program on WCKY Cincinnati, titled "The Fountain Speaks." Sponsored by J. & F. Schroth Co. of that city, show is aired Sun. 5:30 p.m. Events that tie into the Fountain as the Queen City's downtown landmark are narrated by Nelson King and supplemented by sitting music. Series began on WCKY Sunday, Oct. 5, preceded on Wednesday night by a "preview party" given by the sponsor.

See One and Hear One

BELIEVING that football fans are interested in numerous games in the area but obviously are able to attend only one of the Friday night clashes, KRGV Weslaco, Tex., is trying new experiment this season. Game from one of the area schools is covered, fed to the station and recorded for playback at 10:15 p.m., about the time average fan is going home after seeing his local team play. Station has carried on intensive promotion based on slogan, "See a game and hear one too." Reaction has been very favorable, station reports, because of intense rivalry between area schools.

Agencies Star

REPLACEMENT for Milton Q. Ford, early morning man of WWDC Washington, who has gone on his honeymoon, is unusual as he arranged for representatives of seven local advertising agencies to take his place on the 6 to 9:15 a.m. show. Mr. Ford left on his trip Oct. 9 and his show was handled that day by Alvin Q. Ehrlich of Kal, Ehrlich & Merrick. Other agencies and their men who are conducting the shows are: Jeff A. Abel, Henry J. Kaufman & Assoc.; Loye Minor and William Doors, Lewis Edwin Ryan Agency; Willoughby Williams and Jervis Stark, Williams, Stark & Hinkle Agency; Robert J. Enders, Robert J. Enders Adv.; I. T. Cohen and Alvin Miller, I. T. Cohen Agency; King Pedlar and Martin Garvey, Adv. Inc. Mr. Ford will return Oct. 16 and appear as "guest" of Messrs. Pedlar and Garvey.

Beauty Hints

FASHIONS, cosmetics, personality problems and beauty hints are discussed by Ruth Tolman on "Welcome to Charm House" program, aired Tues. 11 a.m. on KDYL Salt Lake City. Program is sponsored by The Charm School of which Miss Tolman is proprietor. Last five minutes of show are reserved for Miss Tolman's answers to personal charm questions submitted by listeners.

Women's Quiz

STORE QUIZ designed to appeal to women is aired on WCAU Philadelphia and sponsored by Lit Brothers, Philadelphia department store. Program is broadcast from store's restaurant daily at 10 a.m. Store customers and all women's groups are invited to participate in show, titled "Lit's Have Fun." Valuable merchandise is given as prizes to "Lucky Shopper" of the day and to quiz and jackpot winners. Promotion of program is by radio spots, newspaper advertising, direct correspondence with women's groups and wide variety of in-store promotions.

Food Discussions

DISCUSSIONS of ways to avoid waste in preparing food and other aspects of the food situation are discussed in series of public service programs being aired on KQV Pittsburgh. Experts in various fields which touch on present food crisis are invited to participate in broadcasts. Past programs have dealt with waste in preparation of food and aspects of restaurant operator's problems. Series is designed to assist in President's suggested campaign for food conservation and listeners are invited to submit topics for discussion.

Club News

CLUB WOMEN'S NEWS from the Federation of Women's Clubs and allied organizations is broadcast at 9:05 a.m. Saturdays on the Zella Drake Harper program over WIBG Philadelphia. A representative of the women's clubs does the newscasting.

In-School Listening

SCHOOLHOUSE series for in-school listening has been started on KMBC Kansas City, aired Mon.-Fri. at 1:30 p.m. Classes in all schools are invited to listen to programs suitable for their grade level, and teachers may secure without charge teaching aids prepared by the station for their use.

Speed Record Covered

WHEN John Cobb, British sportsman, broke his own speed record recently in a run at Bonneville Salt Flats, Utah, four announcers and five engineers from KSL Salt Lake City were on hand to cover the event. Three radio platforms were placed along the 14½-mile course, one at each end and one in the middle. From these points KSL announcers gave listeners a vivid picture of the salt-caked automobile as it raced along the course at 403 miles an hour. After the final run Mr. Cobb was interview on the air as to his reactions.

Good Schools

ITEMS which go into the making of a good school and discussions on school building of tomorrow constitute the format for "What Is a Good School Today?" program, to begin on WOSU Columbus, Ohio, Oct. 30. Series, to be generally titled "Panel On Democracy," will be slanted at areas of the state where new school buildings are planned, as well as for parents and general radio audience. Dramatic format will be used to keep series from sounding too "expert" and to give listeners understandable and practical ideas on what goes into making a good school. Series will feature combined resources of Ohio State U. and Columbus community.

Current World Problems

TANGIBLE facts on current world problems together with informed opinions by national and international authorities on these subjects are presented each week over KPO San Francisco on new series titled "World Affairs Are Your Affairs." Prominent persons are invited to participate in the informal discussions, presented under auspices of World Affairs Council of Northern California.

WPTZ Features

FIRST SEASON-LONG children's program telecast over WPTZ Philadelphia was scheduled to start Friday Oct. 10, 4 to 5:30 p.m. Called "Children's Matinee," it is mostly cartoons, a western and other film features, with special live children's shows added when available. Another recent feature of WPTZ was a legitimate show, direct from a theater and with no production changes, televised Sept. 30. Two cameras were used at the back of the theater and two microphones were set up out of view on stage, while a third was just outside proscenium arch, but beyond view of TV cameras. Between acts, members of the audience were interviewed and a new Philco TV receiver was installed in an adjacent building, so that the live show and the telecast could be compared at any time during the play.

Local 'Freedom Train'

IN CASE the "Freedom Train" cannot appear in the vicinity of Tarboro, N. C., WCPS that city is starting it's own "Freedom Train" via the air waves. Station is taking a wire recorder to historical places in the state and cutting shows describing the state's heritage.

'Sports Closeups'

DEMONSTRATION of how a football coach utilizes film of actual games in master-minding his team's future gridiron strategy was recently illustrated as part of KSD-TV St. Louis' video "Sports Closeups" series. Sponsored by Griesedieck Bros. Brewing Co., program showed reel of film shot during St. Louis U.-Rolla School of Mines football game. University's athletic director, Dukes Duford, was featured guest and guide for demonstration, explaining how films are used by staff and team to locate and study flaws in their performances. Program is regular Monday night television feature conducted by two sportscasters, Harry Caray and Gabby Street.

Fiesta Parade

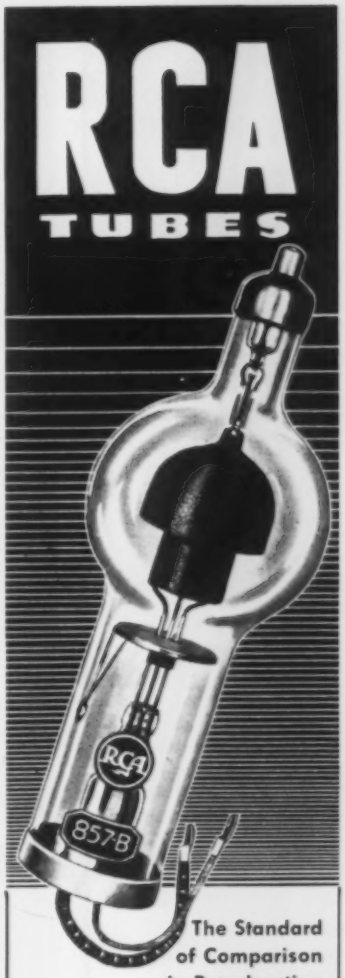
COVERAGE of the big Santa Barbara Fiesta Parade, an annual event which draws thousands of people to Santa Barbara each fall, was handled this year by KDB that city, from a special booth built on Cabrillo Blvd. in view of the entire proceedings. Rather than do a broadcast of the complete parade by remote, which would have taken about 3½ hours, KDB did a special tape recording which was edited into a fast half-hour program and aired at night following the parade.

Aired from Kitchen

MORNING SERIES, "Listen to Cliff," in which portion of program originates in kitchen of home of Cliff Johnson, staff announcer, and music portion by records from station studios is heard on WBBM Chicago. Homey chatter as voiced by Mr. Johnson, his wife and four daughters is intregal part of program, which is unrehearsed. Mrs. Johnson and one of the daughters occasionally take turns reading commercials, apportioned in 15-minute segments. Station originally ran contest among listeners to select title for program which began few weeks ago, and also allocated appropriation for sound-proofing kitchen for broadcasts. Program, aired Mon.-Sat. 7:30-8 a.m. (CST), has four sponsors on alternate basis: Rayve Laboratories, Goldberg Clothiers, Andes Candies and Household Finance.

Classroom Procedure

ACTUAL classroom procedure is broadcast weekly during "Know Your Schools" on KGFJ Hollywood, with inauguration of series Oct. 10. Freeman Lusk of Los Angeles City Schools acts as moderator, with a different member of the Board of Education as guest speaker each week.



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PROMOTION

SOUVENIR BOOKLETS in observance of the 25th anniversary of WOAI San Antonio have been mailed to listeners, the trade and the press. Attached to the cover of each booklet is a note from General Manager Hugh Halff, and a bright new quarter symbolizing WOAI's 25 years' of service. Booklet is divided into seven sections with index tabs reading "Sunday on WOAI, Monday on WOAI," and so on through the week. Each section consists of two pages; one headed "Do You Remember?" and giving past highlights of the station, and the other headed "Be Sure to Remember," presenting a review of current programs. Story is supplemented with pictures throughout and the last two pages present drawings of the NBC Parade of Stars.

Guest Announcer's Scroll

CERTIFICATES of merit are presented to guests of "Dial and Smile" program on WISN Milwaukee, following "guest announcer night" feature of the show. Listeners who are selected to appear as guest announcers are awarded the attractive certificates which designate each as a member of the WISN Guest Announcers Club, and attest to the individual's aptitude in "spinning the platter and dispensing the chatter over the air." Each certificate is signed by General Manager G. W. Grignon and Announcer Jack Raymond.

'Advance Music News'

CLASSICAL music programs heard on KDYL Salt Lake City are being promoted by that station through special issue of three-page mimeographed program "Advance Music News." Release is mailed on Wednesday to cover Saturday, Sunday and Monday programs. Design of music notes printed in blue decorate page headings and body of program is done in blue ink. Release is mailed to all teachers in junior and senior high schools in Utah and to members of musical organizations.

'Keep Score With WOR'

EXTENSIVE campaign to remind listeners and the trade that the World Series would be heard on MBS was conducted prior to and during the Series by WOR New York, origination point. Radio editors received a combination ball point Redipen and key chain with inscription on the pen reading, "Keep Score With WOR, World Series Exclusive." Small red pen has retractable point operated by pulling or pushing knob at the top. For listeners who couldn't get to the Series, or couldn't stay home to listen to the game, WOR sent a 1908 vintage automobile with portable radio, through streets of New York to give passersby the score. Sign on car invited people to "Ask Us the Score."

WCSI Stickers

STICKERS are being put on all parked cars in Columbus, Ind. area by WCSI (FM) that city, to remind owners that "In Southern Indiana It's WCSI." Stickers are distributed by local automotive distributor with permission of local authorities. In one day period 15,000 stickers were distributed, station reports.

Radio Passes

IN EFFORTS to publicize its ABC block program attractions for Wednesday night, WXYZ Detroit has issued 7,000 complimentary season passes good "for radio listening only." Idea has created discussion and requests for tickets from people who desire to use them for their friends, station reports. Cards are pink and list ABC features on air from 7:30 to 11 p.m., with notation: "Exclusive—Simply Present Ticket for Choice of Any or All Programs." Space is left for signature of person retaining card ("not transferable").

KYW Sports Award

WORLD'S championship weight lifting competition in Philadelphia's Convention Hall Sept. 26 and 27 was the scene of latest sports promotion by KYW Philadelphia. Station presented medals to the American team which won in competition between 100 contestants representing 26 nations. Bob Allman, KYW blind sports commentator, gave Bob Hoffman, coach of U. S. team, his "Athlete of the Week" award.

No Replacement

CONTEST to replace the word "disc jockey" has been conducted over WJBK Detroit on its "Jack the Bellboy" show. Listeners were asked to submit letters suggesting a better name to describe the emcees of record shows. Station reports that many entries were received, but that no satisfactory word or phrase was found to overshadow the "disc jockey" term. Five "Tribute to Glenn Miller" record albums were awarded for five best letters each week for five weeks through an arrangement with the Pan American Record Distributors of Detroit.

Window Cards

WINDOW CARDS have been placed in stores of every sponsor of KCNA Tucson as latest promotion campaign of that station. Cards, reading "We Are On the Air With KCNA-Mutual . . .," are attractively printed in two colors and distributed to each of the station's 200 sponsors. In addition, station also has issued colorful calling cards bearing the call letters and the slogan, "Tucson's Only Home-Owned Station."

Philco Scores

CAPITALIZING on tremendous interest in the World Series, Edward Wiser, advertising manager for Philco Corp. in Pittsburgh, devised promotion scheme to tie-in Philco Radios. Western Union boys were placed throughout town carrying Philco portables tuned to the Series. Boys wore sandwich boards proclaiming that service was by courtesy of Philco, with score sheets on boards keeping progress of game. KQV, Pittsburgh's Mutual affiliate, tied in with the promotion, which lasted throughout the Series.

Anniversary Contest

TO CELEBRATE eighth year of affiliation with NBC, KVOA Tucson is conducting anniversary contest with first prize of a $446 GE radio. Contestants must complete, in 50 words or less, the statement, "I Listen Most to KVOA-NBC Because . . ." Separate contest is being conducted for children 12 years old and under, based on completion of the same statement. First prize in children's contest is table model radio. Contest ends Oct. 15.

Entertains Dairy Congress

AUDIENCE STUDIO seating 400 people was constructed on the grounds of the National Dairy Cattle Congress at Waterloo, Iowa, by WMT Cedar Rapids, for station promotion during the seven-day show Sept. 28-Oct. 4. WMT originated 41 shows from the Congress and furnished continuous entertainment for the crowd of 235,000 attending the show. In addition, station had a daily "talent search" giving cash prizes to winners and chance for regular job on station's talent shows. Numerous transcribed interviews also were made for rebroadcasting on WMT.

Power Increase

ANNOUNCEMENT of increase in power to 500 w by CKRM Regina, Sask., was made by station in full-page ad in the Regina Leader-Post. Ad was outlined with pictures of station personalities and declared "Our stronger, clearer signal will continue to carry the programs you want to hear . . ." In addition, two pages of the issue were devoted to CKRM news and congratulatory ads from local businesses.

TD Samples

SMALL SAMPLE records of Tommy Dorsey's transcribed show, with message from Commercial Manager Corey Thompson, have been sent to Canadian advertising agencies and timebuyers, by CKVL Verdun, Que.

WSYR Giant

STORY of the growth of a "giant that nobody knew" is told in anniversary brochure prepared for WSYR Syracuse by O'Brien & Dorrance, New York. Solid blue cover bears the words "The Giant That Nobody Knew . . ." printed in large bold letters. Inside spread features full-page drawing of a giant constructed from tubes, towers and a mike for a head. Story on opposite page tells of the 25 years' growth of WSYR and states, "We have taught people what the giant, radio, is and how he can serve them better and better, year after year."

Baseball Contest

BASEBALL CONTEST, winner of which won an all-expense trip to New York to see the World Series, was recently conducted by KFEL Denver and Denver Post. Contest required correct answers to 14 baseball questions which appeared daily for a week in Post and statement, not exceeding 100 words, on "What Can Baseball Contribute to the Fight Against Juvenile Delinquency." Second, third and fourth prize winners were awarded shaving equipment from Gillette Safety Razor Co., sponsors of World Series broadcasts over MBS.

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Court Gives Drys Right to Quiz CBS

Hailed As 'Initial Victory' In Discrimination Suit

PERMISSION to take oral depositions from any CBS "officer, agent, servant or employe" was granted to Rev. Sam Morris, Texas evangelist, and Henry M. Johnson, Louisville attorney, representing anti-liquor groups, in connection with the suit they filed against CBS, five of its stockholders, Schenley Distillery Corp. and Schenley Distillers Inc. October 1946 for $33,063,048 [BROADCASTING, Nov. 4, 1946, Feb. 24].

The order directing that such depositions can be taken was handed down last Tuesday by Judge Roy Shelbourne of the U. S. District Court for the Western District of Kentucky.

Charge Discrimination

The dry leaders' suit charged Columbia with discrimination in refusing to sell time to the drys to counsel against the drinking of alcoholic beverages. Drys not only sought the $33,063,048 judgment, but also asked for dissolution of CBS.

At the same time Judge Shelbourne dismissed summons against three individual defendants in suit, William S. Paley, Leon Levy and Isaac B. Levy. This was done on motion of CBS.

Mr. Johnson, who in addition to serving as attorney for the dry interests is president of the National Temperance and Prohibition Council, declared that Judge Shelbourne's order leaves the way open "for the development of the true facts relative to Columbia's doing business in and its presence in Kentucky . . . and the continuance of its discriminatory broadcasts."

Request for permission to take depositions was asked by the drys at the time their suit against CBS was filed and the order granting such permission was hailed by the drys as "a great initial victory."

CAREER GUIDANCE SHOW

WCAU Program, Starting Third Season, Helps Students In Philadelphia Area Choose Vocations

WCAU Philadelphia's *Career Forum*, a program which makes radio the medium of vocational guidance for thousands of Philadelphia students, took to the air for the third season Oct. 9 as a sustaining show. Offers of sponsors to buy the show have been turned down.

The program, an elaborately organized public service show, has won for WCAU four prizes, praise from educators and country-wide requests for information about it.

The offers to buy the program came from public utilities and a newspaper. In turning them down WCAU explained that it wishes to give the show to the community as its own contribution to youth welfare.

Format of *Career Forum* is simple, but there is much organizational work behind it. On each program a nationally known speaker discusses a particular career or vocation. He then answers questions put to him by a panel of high school students. After the broadcast he usually is held over for further questions.

The program is planned by the station staff, by an administrative board composed of eight superintendents of schools in the area and by an advisory committee of 14 college presidents in WCAU's listening area. Cooperating are the Chamber of Commerce and Board of Trade of Philadelphia, the Philadelphia Committee for Economic Development, and the *Career Forum* counselling panel, composed of vocational guidance counsellors and teachers of public, private and parochial schools in the area.

After each program a follow-through is made by the station's transcription service. Transcriptions are available free to any school for use in vocational guidance classes. Requests for these have come from all parts of the country.

This fall the show is aired Thursdays, 5-5:30 p.m., for 26 weeks.

First guest speaker was Walter S. Mack Jr., president of Pepsi-Cola Co., who conducted the opening forum titled "Career Outlook." Other October speakers and topics will be: William Batt Jr., president of SKF Inc., and former head of the War Production Board, "Industrial Engineering," Oct. 16; Revelle W. Brown, president of Reading Railroad, "Railroads," Oct. 23, and Arthur Motley, president of Parade publications, "Salesmanship," Oct. 30.

Promotion Effort

WCAU has gotten behind the program with an all-out promotional effort. Each year it prints handsome brochures for distribution to high school faculty heads, vocational guidance teachers and other educational leaders. This year's edition is 23 pages and includes a breakdown of each program scheduled for the coming season. In addition, a pamphlet is sent to every guest speaker outlining for him the purpose and aim of the programs as well as the format of the broadcasts. News circulars are mailed weekly to all schools in the Philadelphia area, announcing in advance the name of the guest speakers and the program topic.

AT PARTY celebrating first anniversary of CBS *Grand Slam*, sponsored by Continental Baking Co., were (clockwise around table): Thomas F. Harrington (back to camera), vice president in charge of radio for Ted Bates Inc., Continental's agency; R. K. Stritzinger, president of Continental; Mrs. R. N. Laughlin and R. N. Laughlin, assistant to Mr. Stritzinger; John Karol, CBS sales manager, and L. M. Marshall, sponsor's advertising manager.

Caddigan Named to New Post With DuMont Video

APPOINTMENT of James L. Caddigan as manager of DuMont Television Network's program planning division, was announced by Lawrence Phillips, director of the network, last week. Mr. Caddigan was with Paramount Pictures in Boston for 15 years and also has had experience in theatrical, radio and movie production.

Up to now each station has been doing its own programming, said Mr. Phillips, but with new stations coming on the air so fast "this individual effort is not adequate to the demands of a public accustomed to the artistry of stage, movies and radio."

"We intend," he added, "not merely to deliver an excellent day-to-day service but, by farsighted planning, to unite television's peculiar capacities to the wealth of material that the millions wish to enjoy in education, in entertainment, in sports and in public service."

RADIO WOW OMAHA
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1000 WATTS
KFDM penetrates the three largest cities in the Great Gulf Coast Region—Beaumont, Port Arthur, and Orange—reaching a 584 million dollar effective buying income!
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KFMB sells SAN DIEGO

Buying-power for your product! San Diego leads all U. S. cities for the sixteenth time* in two years in per capita retail sales and services. Reach California's 3rd great market from "within" with KFMB.

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The Swing is to WHB in Kansas City

WHB
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• MUTUAL NETWORK
COMING! • FULL TIME
• 5000 WATTS
• 710 KILOCYCLES

FCC Actions

(*Continued from page 64*)

AM—1290 kc

Marble City Bcstg. Co. Inc., Sylacauga, Ala.—CP new standard station 1290 kc 1 kw D.

AM—890 kc

Leland Holzer, Los Angeles—CP new standard station 890 kc 1 kw D.

AM—1220 kc

Suwannee Bcstg. Co. Inc., Live Oak, Fla.—CP new standard station 1220 kc 250 w D.

Modification of License

KFKU Lawrence, Kan.—Mod. license to increase power from 1 kw-N 5 kw-D to 5 kw and DA-DN, using trans. facilities of WREN effective upon commencement of program tests of WREN at new location.

AM—1230 kc

Roxboro Bcstg. Co., Roxboro, N. C.—CP new standard station 1230 kc 100 w unl.

Modification of CP

The Eastern Oklahoma Bcstg. Corp., Muskogee, Okla.—Mod. CP to specify DA-N instead of DA-DN.

October 8 Decisions . . .

DOCKET CASE ACTIONS

Announced proposed decision looking toward denial of application of Thomas H. Frier and W. R. Frier d/b as Enterprise Pub. Co. for new station Douglas, Ga., 1490 kc 250 w unl. because of objectionable interference to existing stations.

October 8 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KVLC North Little Rock, Ark.—Mod. CP which authorized new standard station, to make changes in trans., for approval of ant. and trans. locations, and change studio location.

License for CP

KWTC Barstow, Calif.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KDAN Oroville, Calif.—Mod. CP which authorized new standard station, to change type trans. and for approval of ant. and trans. location.

License for CP

KUBC East of Montrose, Col.—License to cover CP which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—1470 kc

WMMW Meriden, Conn.—CP change hours from D to unl., install DA-N and change trans. location (geographic coordinates only) and change power from 1 kw D to 1 kw DN.

Modification of CP

WLCR Torrington, Conn.—Mod. CP which authorized new standard station, to make changes in trans. equipment, for approval of ant. and trans. location.

AM—570 kc

WQQW Washington—CP make changes in vertical ant. and mount FM ant. on top of AM tower.

AM—1450 kc

WCCP Savannah, Ga.—CP make changes in vertical ant. and mount FM ant. on top of AM tower, and change name of licensee from Carter C. Peterson to Carter C. Peterson tr/as Dixie Bcstg. Co.

AM—1410 kc

Christian County Bcstg. Co., Taylorville, Ill.—CP new standard station 1410 kc 250 w D.

AM—1330 kc

Mahaska Bcstg. Co., Oskaloosa, Iowa—CP new standard station 1330 kc 500 w D.

Modification of CP

WSKB McComb, Miss.—Mod. CP which authorized change frequency, increase power, install new trans. and DA-N and change trans. and studio location, to change trans. location and for extension of commencement and completion dates.

WHOM Jersey City, N. J.—Mod. CP which authorized increase in power, install new trans. and DA-DN and change trans. location, to make changes in DA and change trans. location.

AM—870 kc

WHCU Ithaca, N. Y.—CP install new trans., make changes in vertical ant. and mount FM ant. on AM tower and change trans. location.

Modification of CP

WHKC Columbus, Ohio—Mod. CP which authorized increase power, install new trans. and changes in DA-N, to change type trans., to make changes in DA and mount FM ant. on top of AM tower and for extension of completion date.

AM—1340 kc

The Zanesville Bcstg. Co., Zanesville, Ohio—CP new standard station 1340 kc 250 w.

License for CP

KASH Eugene, Ore.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KNPT Newport, Ore.—Mod. CP which authorized new standard station, for approval of ant., trans. and studio locations.

WHOD Homestead, Pa.—Mod. CP which authorized new standard station, for approval of ant. and trans. location.

AM—1300 kc

WECW Mayaguez, P. R.—CP change frequency from 1490 to 1300 kc, increase 250 w to 1 kw and make changes in trans.

Modification of CP

KSET El Paso, Tex.—Mod. CP which authorized new standard station, to make changes in trans. equipment, for approval of ant. and trans. location.

License for CP

KSVC Richfield, Utah—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WHYU Newport News, Va.—License to cover CP, as mod., which authorized new standard station and for change of studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WHLF South Boston, Va.—Mod. CP which authorized new standard station, to make changes in vertical ant.

KWRT Renton, Wash.—Mod. CP which authorized new standard station, to change type trans., for approval of ant., trans. and studio locations.

KVI Tacoma, Wash.—Mod. license to change studio location to Seattle.

License for CP

KVAN Vancouver, Wash.—License to cover CP, as mod., which authorized change in hours, increase power, install new trans. and DA-DN, change trans. location and change studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WBEL Beloit, Wis.—Mod. CP which authorized new standard station, to change type trans. for approval of ant. and trans. location and to specify studio location.

KVRS Rock Springs, Wyo.—Mod. CP which authorized change frequency, increase power, install new trans. and DA-DN and change trans. location, to change type trans.

KFSA Fort Smith, Ark.—Mod. CP which authorized new FM station, for extension of completion date.

KYOS-FM Merced, Calif.—Mod. CP which authorized new FM station, to change ERP to 8.3 kw, ant. height above average terrain to 204 ft.; make changes in ant. system and change commencement and completion dates.

KVOE-FM Santa Ana, Calif.—Mod. CP which authorized new FM station, to make changes in ant. system.

WMAL-FM Washington—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WQAM-FM Miami, Fla.—Same.

WLAV-FM Grand Rapids, Mich.—Same.

WJTN-FM Jamestown, N. Y.—Same.

WOLF-FM Syracuse, N. Y.—Same.

KUGN-FM Eugene, Ore.—Same.

WIBG Philadelphia—Same.

FM—100.7 mc

Century Bcstg. Corp., Johnstown, Pa.—CP new FM station (Class B) on frequency to be assigned by FCC, ERP 20 kw. AMENDED to specify Channel 264, 100.7 mc.

Acquisition of Control

WTMJ-FM Milwaukee—Voluntary acquisition of control of permittee corporation from Harry J. Grant and Faye McBeath to trustee under Journal Employees' Stock Trust Agreement. Also included are remote pickups W9XMK W9XKY WAHB WEIO WEIN WEIP WJER.

TENDERED FOR FILING

AM—1230 kc

Fred J. Steinmetz, South of Carlsbad, Calif.—CP new standard station 1230 kc 250 w unl.

Transfer of Stock

KHON Honolulu—Consent to transfer of control of 2500 sh. common stock (25%) from Ralph M. Fitkin to Louis Roy Turner.

Modification of CP

WVOM Brookline, Mass.—Mod. CP to specify new trans. location using 5 kw unl. DA on 1600 kc.

AM—860 kc

Van Wert Bcstg. Corp., Van Wert, Ohio—CP new standard station 860 kc 250 w D.

Assignment of License

KOCO West Salem, Ore.—Consent to involuntary assignment of license to Jennie C. Schmidt, as guardian of the estate of B. Loring Schmidt.

AM—1340 kc

Continental Bcstg. Service Inc., Fairhaven, Mass.—CP new standard station 1340 kc 250 w unl. (Contingent on grant of 550 kc to WNBH).

October 9 Decisions . . .

DOCKET CASE ACTIONS

Cleveland—FM

Announced adoption of order in Cleveland Class B FM case severing from hearing and granting applications for seven new FM stations in Cleveland, two in Akron and one in Elyria, Ohio. Application of WGAR continued in hearing. See story this issue.

BY THE COMMISSION

AM—1360 kc

DeKalb Radio Studios, DeKalb, Ill.—Granted petition for reconsideration

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by BMI

A GIRL THAT I REMEMBER

On Transcriptions: LANG-WORTH—Four Knights; CAPITOL—Alvino Rey; THESAURUS—Novatime Trio.

On Records: Tex Beneke—Vic. 20-2497; Victor Lombardo—Maj. 7269; Tommy Tucker—Col. (soon to be released).

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y

and grant without hearing of application for new station 1360 kc 500 w D subject to any interference it may receive from proposed Oak Park, Ill., station if granted.

Hearing Postponed

On own motion Commission postponed from Oct. 13 to Nov. 17 oral argument in matter of amendments to Commission's rules and regulations governing sharing of television channels and assignment of frequencies to television and non-government fixed and mobile services.

On own motion Commission postponed from Nov. 24 to Dec. 8 hearing in matter of allocation of frequencies to various classes of non-government services (General Mobile Hearing).

Webb to Manager Video Sales Promotion at NBC

WILLIAM E. WEBB, former manager of public service promotion for NBC, has been named sales promotion manager for NBC Television, Frank E. Mullen, the network's executive vice president, announced last week.

Mr. Webb

Mr. Webb joined NBC's promotion department in 1932, and remained until 1943, when he began two years of service in the Navy, emerging as a lieutenant commander. He has been with NBC since his discharge.

Prior to his association with NBC, Mr. Webb was with Peat, Manrich, Mitchell & Co.; British-American Tobacco Co.; B. Altman & Co., and R. H. Macy & Co. in various advertising and promotion positions.

NBC APPOINTS KNODE HEAD OF PRESS DEPT.

THOMAS E. KNODE, formerly assistant manager of the NBC press department, was named director of that department last week by Sydney H. Eiges, vice president in charge of press. Mr. Knode's predecessor as NBC press director was Mr. Eiges, who was elevated to a vice presidency on Oct. 3 [BROADCASTING, Oct. 6].

Mr. Knode

Mr. Knode joined NBC as a news editor in 1938, after three years with UP in Washington. He was named director of the NBC Washington news department in 1940.

He entered the Army in March 1942, and was discharged as a captain after combat service in New Guinea which earned him a Distinguished Service Cross. He was appointed manager of the NBC press department in Washington in October 1943, and became assistant manager of the NBC New York press department in January 1945.

FOUR NBC ENGINEERS RECEIVE PROMOTIONS

THREE HEADS of NBC's engineering department groups have been appointed managers of their respective branches to conform with the recent reorganization of that department, O. B. Hanson, NBC vice president and chief engineer, announced last week.

Raymond F. Guy, formerly radio facilities engineer, has been named manager of radio and allocations engineering. Chester A. Rackey, formerly audio-video facilities engineer, becomes manager of audio and video engineering, and George Nixon, formerly director of technical development, becomes manager of engineering development.

Jarrett L. Hathaway, staff engineer, has been named assistant manager of engineering development to fill the post left vacant by Mr. Nixon when he succeeded Robert A. Shelby as head of the engineering department, after the latter became NBC's television engineering director. Messrs. Guy, Rackey and Nixon will continue to report to Mr. Hanson on all engineering matters and to George McElrath, director of engineering operations, on department management matters.

FCC Box Score

FCC BOX SCORE of actions as of last week stands as follows: Standard stations—1,412 licensed, 462 construction permits, 713 applications pending (of which 375 are in hearing); FM — 63 licensed, 897 conditional grants, 696 CPs (part of CPs come from conditional grants, others from hearing proceedings), 128 applications pending (70 in hearing); television — six licensed, 63 CPs, 16 applications pending (three in hearing).

Emmons Carlson Leaves NBC Central Division

EMMONS CARLSON, advertising and promotion manager of NBC Central Division, Chicago, has resigned after being associated with NBC for almost 25 years. Mr. Carlson plans a fishing trip to Guatemala but has no business plans to announce, he said.

Mr. Carlson

No replacement has been made for Mr. Carlson who last year received an awarded verdict in a suit against Irna Phillips over rights to *Guiding Light*, a top NBC daytime serial.

JUST BORN..

..WATCH US GROW!

The FRIEDENBERG AGENCY, Inc.

Takes pleasure in announcing its entry into the Station Representation Field.

Our staff, under the direction of Harry A. Friedenberg*, is radio-seasoned, sales-and-idea minded—specialists all.

We are signing a limited few key stations, to which we will devote our entire facilities and collective energies.

Your inquiries are invited.

*MARFREE ADV. CORP., founded by Mr. Friedenberg, will continue under the direction of Mr. Friedenberg's son, Ray Gilley & former associates, who are responsible for making MARFREE one of the largest and most successful radio display companies in the field today.

The FRIEDENBERG AGENCY, Inc.

165 W. 46th ST. NEW YORK 17, N. Y.

Disc Jockeys

(*Continued from page 16*)

be much difference if they are good."

"In your experience what is the best length for this type of program?" (See Table VI)

More station managers (37%) find a full hour of disc jockey programs to be the optimum length than any other single unit. Second choice (27%) is for a half-hour. Only 2% believe a single quarter-hour is the best length, while 11% agree on three-quarters of an hour—approximately the average optimum length for all stations (48 minutes). Eight percent believe that two hours is best, while 2% feel that more than two hours is most satisfactory.

"What kinds of records does your disc jockey program feature?" (See Table VII)

Popular music, new numbers and old favorites almost equally, are the outstanding features of the disc jockey program. A significant number of disc jockey programs (30%) feature hill-billy music; while 19% feature semi-classical music. Eight percent offer novelties as their main item. Thirty-two percent are a general all-round combination. Among the miscellaneous group (8%), the following diversified features were offered: Classics, religious, Spanish and spirituals. Asked for their comments on types of records used, stations stressed that programs are built to answer requests; that the featured type of music varied depending on the audience appeal desired; and that generally individual quarter-hours were kept in one record type.

"Do you feel that the personality of the disc jockey is the most important thing in a successful platter show, or the selection of the tunes played?" (See Table VIII)

Forty-six percent of the station executives feel the disc jockey's personality is the vital factor in a successful platter show, against 29% who feel that the selection of the tunes makes the show. A quarter of the panel (25%) believe that both are of equal importance.

The second portion of this ballot to be reported in a later issue of BROADCASTING, will release answers to questions about the problems in selling disc jockey programs, the relative profitableness of these shows, and evaluations of the effects of the recent trend in network-produced and other national transcribed service platter programs.

TABLE V

"What time(s) have you found best for this type of program?"

	% of all stations carrying local disc jockey programs
5- 6 a.m.	1%
6- 7	7
7- 8	13
8- 9	6
9-10	2
10-11	1
11-12	1
12- 1 p.m.	0
1- 2	3
2- 3	2
3- 4	5
4- 5	11
5- 6	7
6- 7	3
7- 8	2
8- 9	1
9-10	2
10-11	3
11-12 Midnight	7
12- 1 a.m.	2
After 1 a.m.	1

In addition to these hourly choices, the following votes by day-parts were received:

Early morning	15%
Mid-morning	2
Morning	5
Mid-afternoon	11
Late-afternoon	8
Afternoon	18
Late evening	13

TABLE VI

"In your experience what is the best length for this type of program?"

	% of all stations carrying local disc jockey programs
One Quarter-hour	2%
Half-hour	27
Three-quarters of an hour	11
One hour	37
Hour and a quarter	1
Hour and a half	4
Two hours	8
Over two hours	2
Indefinite or no answer	8
TOTAL	100%

Average Optimum length, 48 minutes.

TABLE VII

"What kinds of records does your disc jockey program feature?"

	% of all stations carrying local disc jockey programs
Popular music—new numbers	83%*
Popular music—old favorites	80
Hill-billy	30
Semi-classics	19
Novelties	8
General combination	32
All other—miscellaneous	8

TABLE VIII

"Do you feel that the personality of the disc jockey is the most important thing in a successful platter show, or the selection of the tunes played?"

	% of all carrying local disc jockey programs
Disc jockey personality	46%
Tunes played	29
Both equally	25
TOTAL	100%

* Percentages add to more than 100% because many respondents indicated more than one type.

Hudson Will Leave FCC For Own Law Practice

ROBERT W. HUDSON, an examiner in FCC's new Hearing Division, has resigned effective Oct. 20 to enter private law practice in Tulsa, his home town. He will specialize in radio law, with offices in the Thrasher Bldg., 3d and Boulder Streets.

Mr. Hudson

Mr. Hudson joined the Commission in March 1943 as assistant to Comr. Ray C. Wakefield. The following year he was named assistant to James Lawrence Fly, who was then chairman. He entered the Army in August 1944 as a private and upon his release in October 1946, as a first lieutenant, he rejoined FCC and was appointed regional examiner for the West Coast. He was appointed to the Hearing Division last June.

During his overseas service with the Army Ground Forces he was a prosecuting officer with the War Crimes Section in Manila.

Mr. Hudson is a graduate of the U. of Tulsa and George Washington U. Law School.

BAILEY TO ADDRESS CHICAGO FM FORUM

J. N. (BILL) BAILEY, executive director of FM Association, will be one of the principal speakers at a special FM forum for 500 local radio dealers and distributors in Chicago Wednesday. Forum will be conducted by WGNB, FM station of WGN Chicago.

Col. Robert R. McCormick, president of WGN Inc., and editor and publisher of *The Chicago Tribune*, will head the panel of speakers in a discussion of FM developments and contributions to modern broadcasting. As a means of demonstrating the realism of FM, a special play will be presented. In addition, potentialities of an FM network operation will be shown in the transmission of music from WGNB to another FM station, WEAW Evanston, Ill., which will provide instantaneous relay to the point of origin in WGNB studios.

Others scheduled to address the dealers and distributors include Marion Claire, WGNB director; William J. Halligan, president of Hallicrafters Co.; George Arnold Jr., Lee Broadcasting Inc., Quincy, Ill.; Judge Roy Hofheinz, president of KTHT and KOPY Houston Tex.; Dr. W. R. G. Baker, vice president of General Electric Co., and Leonard W. Stratten, of Wieboldts Stores in Chicago.

Upcoming

Oct. 12-15: AAAA Pacific Council annual meeting, Ahwahnee Hotel, Yosemite National Park, Calif.

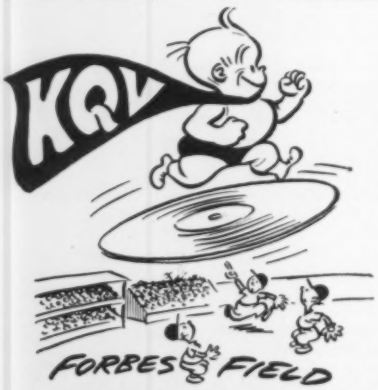
Oct. 13: RMA Section meetings, Roosevelt Hotel, New York.

Oct. 14: RMA Division and committee meetings, Roosevelt Hotel, New York.

Oct. 15: RMA Board of Directors. New IRE Bldg., New York.

Oct. 20: Clear Channel Hearing, FCC Hdqrs., Washington, D. C.

Oct. 23-25: Life Insurance Advertisers Assn. annual meeting, Chateau Frontenac, Quebec.



OVERRIDIN' TOUGH COMPETITION!

While baseball-hungry Pittsburgh was lapping up the first Sunday game broadcasts ever aired in the Steel City this summer, KQV's platter show, "Contrasts in Music" (competing, 2 to 3 P.M.) was writing its own amazing success story. Using a "mystery tune" gimmick, the KQV show pulled 2228 letters in 27 weeks—1122 from two September broadcasts alone! Socko proof that KQV listeners are tremendously loyal and responsive, even in the pinch! (Quarter and half hour segments are now available on this popular show.)

KQV PITTSBURGH'S AGGRESSIVE RADIO STATION
Basic Mutual Network · Natl. Reps. WEED & CO.

Daily Drama and News Films For Video Stations Proposed

TELEVISION may soon be able to provide daily news and dramatic film entertainment, it was indicated Oct. 9 at two separate meetings held with representatives of seven newspaper-owned television stations in Chicago.

Meeting at the Drake Hotel, newspaper television representatives were told by Jack Chertok, president, and V. M. Barton, sales manager respectively, of Apex Corp., a Hollywood film production company, that the firm was prepared to provide a service of 16-mm films that would be designed especially for television. The films would be produced in 5, 15 and 30 minute segments designed for children, women and general family appeal.

Cost Prorated

Cost of the service to stations would be approximately $1,500,000, to be prorated. Mr. Barton said additional stations could come in under the plan without substantial increase in rates.

He told the group that Apex was prepared to offer three hours of film entertainment weekly for a total of 156 hours a year.

The newspaper television representatives included Harold W. Priestley, director of the *Detroit News* station WWJ-TV; B. O. Sullivan, *New York Daily News* TV station; G. Bennett Larson, *Philadelphia Bulletin* and general manager of WPEN-TV; Woodrow Magnuson, *Buffalo News* WBEN-TV; Justin R. Duncan, television director of WLW-TV Cincinnati; Dave Crandell, program director of *Los Angeles Times* KTTV, and Vernon Brooks, television director of *Chicago Tribune* WGN-TV.

Also invited to attend but not present were representatives from the *St. Louis Post-Dispatch*, KSD; *Washington Star*, WMAL-TV, *Albuquerque* (N. M.) *Journal*, KOB; and *Baltimore Sun*.

In a surprise move, representatives of Acme News Pictures and United Press also met with the newspaper-television executives to outline a plan for a still picture and newsreel service. Mead Monroe, sales manager of NEA, Leroy Keller, business manager of UP and Phil Newsom, radio news manager of UP, said Acme and UP were prepared to offer daily telephoto news in the form of still pictures and specially prepared UP radio scripts for five-minute television news programs.

These would be offered in the form of two five-minute segments of spot news, utilizing 20 to 30 still pictures, one women's feature and one documentary. In addition, Mr. Keller said, Acme would provide six weekly five-minute newsreels which woud be produced in Washington.

N. Y. RWG Sets Up Bureau Enlarging Workshop Unit

THE NEW YORK office of the Radio Writers' Guild last week announced establishment of a new department known as the Guild Bureau to take over and broaden the functions of the RWG's Workshop Committee.

The new bureau, headed by William Morwood, a freelance writer, is divided into four sections—the seminar section, which has organized a radio writing course open only to RWG members; a forum section, which will arrange radio discussions open to the public; a publication department to issue in printed form the material presented in the seminar sessions, and a speakers' bureau, still in the formative stage.

William Todman, CBS staff writer, is chairman of the seminar department, and Ira Marion, ABC writer, heads the publications section. The other department chairmen have not yet been named, RWG officials said.

John A. Kennedy Acquires 51% Control Of 'San Diego Journal' and Its KSDJ

PURCHASE of control of the *San Diego Journal* and of its station, KSDJ, the latter subject to FCC approval, was announced last Thursday by John A. Kennedy, president of the Charleston Broadcasting Co., licensee of WCHS Charleston, W. Va. The dual transaction is understood to entail roughly $500,000.

The Charleston Broadcasting Co. acquired 51% of the *Journal* from Clinton D. McKinnon, who is retaining a minority interest and will continue as publisher. Employes of the newspaper, which was established in 1944, own approximately 20% of the publication.

The newspaper publishing company, in turn, has a contract with Mr. McKinnon for the purchase of the station, a 500-w CBS affiliate on 1170 kc, which began operation a year ago. Station is owned by Mr. McKinnon personally.

Mr. and Mrs. Kennedy will spend the winter in San Diego with their children but expect to return to their Charleston home in December. Capt. Kennedy was relieved of active duty in the Navy last year, after having served a postwar tour as assistant to ex-Secretary of the Navy Forrestal.

AMONG Shell Oil Co. division executives and KSTP St. Paul staffers attending party held to celebrate Shell's third annual renewal of *Jack Horner's Corner*, sports show aired daily at 5:30 p.m. (CST), were Miller C. Robertson (r), sales manager of KSTP, and Richard T. Seidel, Shell's Minneapolis division manager. KSTP feeds show to KROC Rochester, Minn.; KYSM Mankato, Minn.; WEBC Duluth-Superior; WMFG Hibbing, Minn.; WHLB Virginia, Minn.; WJMC Rice Lake, Wis., and WEAU Eau Claire, Wis.

3,500 Attend Opening Of WBYS Canton, Ill.

FIRST RADIO outlet in Fulton County, Ill., went on the air Oct. 5. Owned and operated by Fulton County Broadcasting Co., WBYS Canton has 250 w on 1560 kc, daytime operation. Cletus Quick is station manager. Over 3,500 persons attended open house in the station's new building opening day.

Staff members include Robert Boone, program director; Robert McElroy, salesman-announcer; John Wolfe, farm director; Eugene Springer, musical director; John Stockberger, chief engineer; Charles Meyer, assistant engineer; Connie Morgan, women's director.

Former Stockholders Win WGST Suit

Court Orders Georgia Regents To Make $140,000 Payment

REGENTS of the University System of the State of Georgia have been ordered by Judge Bond Almand, of Fulton (Ga.) Superior Court, to pay former stockholders in the company that operated WGST Atlanta $140,000, plus interest at 7%. The decision, handed down last Monday, marks the culmination of proceedings instituted last June by W. E. Carroll and other stockholders in Southern Broadcasting Stations Inc. [BROADCASTING, June 30], who sold their shares to the regents in 1943.

Judge Almand held that the FCC's order of Dec. 18, 1945 denying Georgia Tech's application for a renewal of WGST's license had no bearing on the obligation of the Board of Regents to fulfill its contract to pay the plaintiffs.

The $140,000 represents 15% of WGST monthly billings from Aug. 1, 1945 to Sept. 1, 1947.

In filing the suit counsel for Mr. Carroll, Clarence H. Calhoun, Sam Pickard, Mrs. Hattie J. Pickard and Mrs. Emma B. Moore alleged the regents acquired all 9,824 shares of Southern stock in 1943 and were to pay 15% of the net billings of WGST through Jan. 6, 1950, but that no payments had been made since July 1945.

RIDE TO TWIN MARKETS...
ON KFH
THE FARM AND CITY SALES VEHICLE
"Ridin' High" . . . that's the sales story of KFH clients in this "Twin Market." Both city and farm folks buy over 750 million dollars yearly — and part of it can "ride" your way, too. Ask any Petry Office.
THAT SOLID SECTION OF KANSAS' RICHEST MARKET
WICHITA IS A HOOPERATED CITY
KFH
WICHITA

Oral Arguments

(*Continued from page 20*)

nity Broadcasting Corp.'s application for 1450 kc with 250 w at Fort Wayne, Ind. Community won the proposed grant but in the final decision FCC reversed itself and granted the rival application of Radio Fort Wayne Inc. Later FCC vacated the final decision and ordered reargument. Third applicant in the proceeding is Homer Rodeheaver, noted song-evangelist.

George S. Smith, representing Radio Fort Wayne, asked that Radio Fort Wayne and Community be compared on four factors commonly used by the Commission in deciding mutually exclusive cases—local residence, integration of ownership and station management, exclusive attention to station affairs, and broadcast experience. He emphasized that Charles A. Sprague and Glenn R. Thayer, who own 33 1/3% each in Radio Fort Wayne, are engineers with WOWO Fort Wayne, are acquainted with the community, have extensive radio experience, and plan to operate their proposed station.

He contended that the principals of Community Broadcasting—Arthur Feldman, former network commentator, and Mrs. Feldman—lack "intimate experience" in operating a station despite their microphone and related experience.

Mr. Porter, representing Community, replied that "local residence" is not the only factor for consideration, that freedom of opportunity to enter the broadcasting business extends beyond boundaries, and that "a visa or a passport" is not a prerequisite. "Residence *per se*," he declared, "is not a controlling qualification."

He quoted Chairman Charles R. Denny's declaration to the NAB convention that "the important thing is what comes out of the loudspeaker." He lauded Community's program plans and declared that, with a grant, there was "every prospect" that the Feldmans will operate "the outstanding 250-w station in the U. S."

Mr. Porter argued that Radio Fort Wayne owners, although local residents, have not been "conspicuously identified" with community life. He noted that the Feldmans would move to Fort Wayne in event of a grant and that Mrs. Feldman, who now owns 39% interest while her husband owns 51%, proposed to reduce her interest to perhaps 9% to permit key employes to hold stock.

Other Appearance

James M. Barrett Jr., Fort Wayne attorney and owner of the remaining 10%, appeared briefly in support of the application.

Verne Young, counsel for Mr. Rodehevaer, made no formal argument except to call FCC attention to exceptions filed previously and to the original oral argument in the case.

In the case involving applications for WOKO's 1460-kc frequency, Thurman Arnold, representing Van Curler Broadcasting Corp., emphasized that FCC had upset procedure when it held Van Curler's application in abeyance while awaiting additional applications, and insisted that the Commission must find that an "overwhelming" affirmative public interest would be served by a grant to one of the later applicants before it could deny his client's application.

He indicated that a court fight would be made if necessary.

He called attention to the "tough competitive fight" which stations now face, and questioned the sufficiency of the finances of Governor Dongan Broadcasting Corp., which won the proposed grant.

William A. Porter, counsel for Governor Dongan, denied that the firm was not financially qualified and insisted that the Commission's proposed grant to his client should be made final. He referred to the third applicant in the proceeding, Joseph Henry Broadcasting Co., as the "fifth WOKO application," since that company includes Raymond Curtis and Deuel Richardson, who have been associated with WOKO and its fight against deletion.

Richard C. O'Hare, speaking for Joseph Henry, attacked the proposed decision on grounds that it erroneously held Messrs. Curtis and Richardson "chargeable for the sins of WOKO," which has been ordered deleted for concealment of ownership. Mr. O'Hara reiterated that "Mr. Curtis and Mr. Richardson have never deceived this Commission," and declared that the decision, which consists basically of the hearing examiner's recommended decision, is not supported by the record so far as its references to Messrs. Curtis and Richardson are concerned. In effect, he said, it bars Mr. Richardson from radio. Actually, he asserted, Joseph Henry's qualifications are superior to those of the other applicants.

KMED Case

In the KMED transfer case, FCC proposed to approve sale to a new company, Medford Radio Corp., rather than to the original bidder, Gibson Broadcasting. Mrs. W. J. Virgin is KMED owner. Sales consideration is $250,000, plus one-third interest in the company.

Frank Roberson, counsel for Mrs. Virgin and Gibson Broadcasting, told FCC that Medford Radio's offer fails in many respects to meet the "same terms and conditions" of the Gibson offer and therefore violates the Avco Rule. He argued that Medford Radio was not legally qualified because the required amount of capital had not been paid in by stockholders before beginning business, and that FCC's proposed decision was not supported by findings of fact.

John Kendall, Portland (Ore.) attorney, replied for Medford Radio that the company's competing bid followed the "same terms and conditions" in all major respects, that it is impossible for some conditions to be met, and that under the applicable laws there is "no question" of Medford Radio's legal right to do business.

In the WJIM-WKRC fight FCC proposed to grant WJIM's application to use 550 kc with 1 kw but said a partial grant might be made to WKRC for use of the frequency with 5 kw if the Cincinnati station gave greater protection to WJIM than it had proposed to do. Argument revolved around the "equitable distribution" provisions of the Communications Act, with Peter Shuebruk representing WJIM and George O. Sutton appearing in behalf of WKRC.

Earlier, in his first announced dissent, Comr. Robert F. Jones refused to go along with an FCC majority decision to dismiss a WKRC application to reopen the hearing in the case. He concurred with the Commission majority in related actions involving the two applications.

In the Cincinnati - Lexington 630-kc cases, Philip J. Hennessey, representing WCPO Cincinnati's application for use of the frequency with 5 kw, emphasized that the hearing was conducted 18 months ago and that consequently the decision does not reflect the effects of subsequent grants in the two areas. He insisted that "equi-

MILESTONES

TO CELEBRATE its centennial, International Harvester Inc., sponsor of *Harvest of Stars* on NBC, Sun. 2:30-3 p.m. (CST), is to take over the preceding half-hour period of RCA-Victor for Oct. 19 only. The special program in addition will be fed in Chicago to WGN, WBBM and WJJD. In addition sponsor has ordered 16 half-hour programs on WBBM for Oct. 18 which will originate from Soldier's Field. Talent cost for local series alone is estimated at $18,000. Agency is McCann-Erickson.

Week-long celebration program of network and special broadcasts highlighted 25th anniversary of WHAS Louisville, Sept. 28-Oct. 4. Broadcasts originated from Louisville Memorial Auditorium with well known entertainers and public officials heard on various shows.

Ford Motor Co. has started its second year of television *Parade of Sports* on WCBS-TV New York. During first year Ford telecast 61 sports shows—28 events from Madison Square Garden, 8 Columbia U. football games, and 25 baseball games, home games of the Brooklyn Dodgers. General Foods was co-sponsor with Ford on the Dodgers telecasts. . . . NBC's *National Farm and Home Hour*, originating from WMAQ Chicago, marked its 19th anniversary Oct. 2. Everett Mitchell, agricultural director of NBC Central Division, has been program m.c. since 1930. . . . WWL New Orleans daytime serial, *Just Home Folks*, began its 16th year of broadcast Oct. 2. Program is sponsored by Blue Plate Foods.

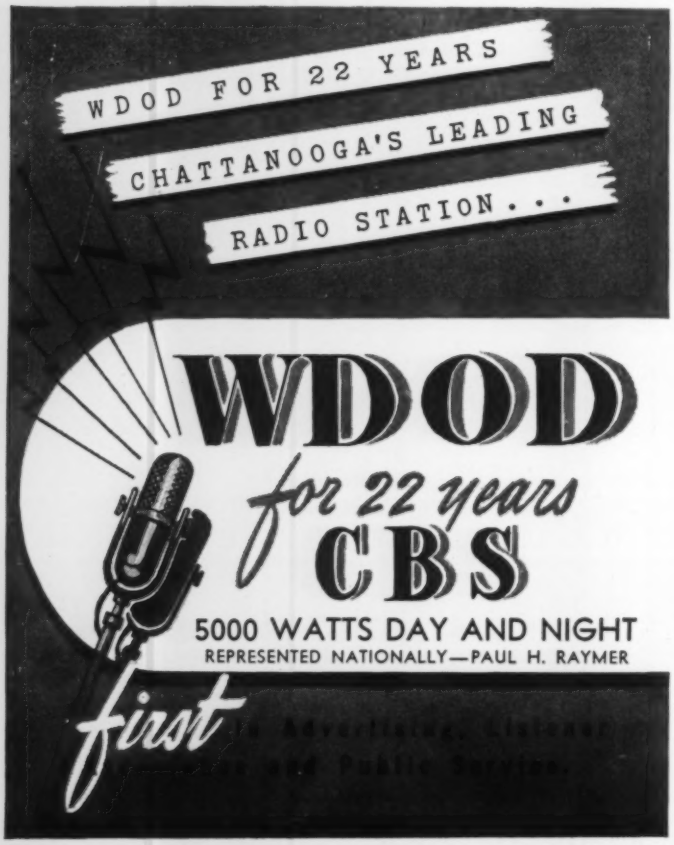


table distribution" required that the grant be made at Cincinnati and that it should go to WCPO.

The proposed decision anticipated a grant to WLAP Lexington for operation on 630 kc with 5 kw day and 1 kw night. Reed T. Rollo, appearing for Queen City Broadcasting, a new-station applicant at Cincinnati, agreed with Mr. Hennessey that the grant should be made at Cincinnati but argued that it should go to Queen City to provide a new service rather than an extension of existing service.

Mr. Rollo and Mr. Hennessey both pointed out that the Lexington area had gained three new stations since the hearing, including a grant at nearby Versailles. Mr. Rollo declared that Cincinnati is 16 times as large as Lexington but has "only half again as many" stations. If "equitable distribution" doesn't require a grant to Queen City, he declared, then all three applicants are so nearly equal in that respect that other factors must be used in making a decision.

Cites Applicants Qualifications

Concerning other factors, he told the Commissioners that he felt "you've never had a better qualified applicant before you" than Queen City. The company is owned in equal shares by J. Leonard Reinsch, managing director of the Cox stations and radio adviser to President Truman; Frank McIntosh, Washington radio consulting engineer, and Mesdames Reinsch and McIntosh. He said Queen City's program plans "are the most comprehensive I have ever had the pleasure of presenting." A grant to Queen City, he declared, would promote diversification of ownership of the media of mass communicaitons since WLAP is one of the Nunn stations and WCPO is one of the Scripps-Howard radio properties.

William J. Dempsey, replying for WLAP, agreed that recent grants in the two communities should be considered but said WLAP's case would not be damaged by this factor. He argued that the Lexington trade area is 10% greater, geographically, than Cincinnati's, and stressed that there is not now any radio service covering the entire area. Lexington, he said, needs extended service more than Cincinnati needs additional service.

Other arguments covered FCC's proposed grant to Norfolk Broadcasting Corp. for a new 250-w daytime station on 1220 kc at Norfolk, Va., and proposed denial of the rival application of Tidewater Broadcasting Corp. for a 100-w fulltime outlet there on 1230 kc; the proposed grant to Coast Ventura Co. for a new station on 1450 kc with 250 w at Ventura, Calif., and denial of Ventura Broadcasters for the same facilities; and the proposed grant to Williamsport Radio Broadcasting Associates for 1340 kc with 250 w for a new station at Williamsport, Pa., and denial of Lycoming County Broadcasting Co.'s application for the same frequency and power.

ABC STATION Relations Manager Ernest Lee Jahnke (r) congratulates Frank S. Hoy, general manager of WLAM Lewiston-Auburn, Me., upon the opening last month of the new ABC affiliate. The 5-kw station is represented in New England by Kettell-Carter, in New York by Adam Young Jr.

Serious Delay to FM Is Seen By Owners in Duplication Ban

NINE out of 10 FM stations believe that denial of right to duplicate network musical programs will seriously delay FM's development, according to a survey conducted by FM Assn. A similar proportion of FM stations believe FM should not be programmed entirely independent of AM and networks, the survey shows.

In conducting the survey Bill Bailey, FMA executive director, received replies from 236 FM broadcasters in 40 states and the District of Columbia. All operating FM stations were queried, along with those holding FCC authorizations. Of the total, 192 operate both FM and AM stations, with 44 having independent FM stations without AM or network affiliation.

Queried as to their financial status, 8% of FM outlets reported they were operating at a profit, 6% were breaking even, 86% were operating at a loss. Gross FM billings have increased in the last six months, 25% of the stations reported, with 70% reporting no increase.

FMA asked two questions on right of FM stations to duplicate network music. Asked if their network agreement forbids FM duplication, 20% said "Yes" and 43% said "No," others not answering.

Asked this question, "Does your network permit you to broadcast its musical programs on FM?" 5% said "Yes," 53% said "No" and the rest did not reply.

FMA placed "great significance" in the fact that 93% of the independent FM stations without AM or network affiliations believe the duplication of network musical programs on FM stations would stimulate listening to FM.

Other questionnaire results:

Are you duplicating any programs simultaneously on AM and FM? Yes 81%, No 19%.

What types: Musical and all types 37%; talks only, 55%.

Total affiliated with networks, 130.

Are you carrying any AM or network musical programs on FM? Yes 16%, No 69%.

If you operate FM only, do you have a network? Yes 5% (Continental).

Do you feel that the simultaneous broadcast over FM and AM of established programs will help stimulate listening to FM? Yes 92%, No 5%. (AM-FM broadcasters replied 91% Yes, 5% No; independent FM broadcasters replied 93% Yes, 7% No.)

Do you feel that FM stations should be programmed entirely independent of AM and networks? Yes 10%, No 88%. (AM-FM broadcasters replied Yes 8%, No 89%; independent FM broadcasters replied Yes 12%, No 82%.)

Do you think the denial of popular network programs (with music) to FM stations will seriously delay FM's development? Yes 89%, No 10%. (AM-FM broadcasters replied 89% Yes, 10% No; independent FM broadcasters replied 89% Yes, 11% No.)

Open Mike

Calls Program-Sponsor Schedule 'Invaluable'

EDITOR, BROADCASTING:

Every once in a while a magazine who tries as hard as BROADCASTING does to please its readers, comes up with a good idea. One of the most recent being the Comparative Network Program-Sponsor Schedules. . . . That spread was the first and only good form of its kind we've seen, and it has been invaluable to us, especially in the selection of spot announcements and programs for local use.

The page was removed from the book, mounted, and now is fastened to the wall adjacent to my desk over the phone, my wall's only adornment.

Phillip G. Back
Robert T. Scott, and Assoc.
Little Rock, Ark.

WFIL-TV Cites Use Of Zoomar Lens

EDITOR, BROADCASTING:

"First-itis" afflicts all of us in radio and television at various times and usually the wrong station shouts first and loudest. This time WFIL-TV cries "first" a bit belatedly.

BROADCASTINNG, Sept. 22 (Page 78), reports that WCBS-TV used the Zoomar Lens for the first commercial television pick-up at Ebbetts Field, Brooklyn, Sept. 20.

We enclose a photograph showing WFIL-TV's Zoomar in action at the Philadelphia Eagles-Chicago Bears football game at Franklin Field, Philadelphia, Saturday, Sept. 13. Entire telecast was sponsored by Judson C. Burns Inc., local appliance distributor.

WFIL Philadelphia

hometown stations
market areas
low rate
BASIC MUTUAL
Omaha • Lincoln • Fremont
Three "hometown" stations PLUS a rich farm market available as a "package" network. Just one low rate to reach an area equal to 57% of the people, 64% of the buying power of the entire state of Nebraska. Here's almost a billion dollar market you can reach . . . . for less, with the Inland Group.
KBON
KOLN
KORN
OMAHA LINCOLN FREMONT
THE INLAND GROUP
KORN Fremont 100 WATTS
KBON Omaha 250 WATTS
KOIN Lincoln 250 WATTS
MISSOURI RIVER
THE INLAND BROADCASTING CO.
General Offices,
Saunders-Kennedy Bldg.
Omaha 2, Nebraska
Paul R. Fry, Vice Pres.
and General Mgr.
Weed and Company,
National Representatives
85 MV-M Contour Computed from engineering data furnished the commission by Inland Engineering Department & Commercial Radio Equipment Co.
Wire or write for immediate availabilities.

WHBQ

We asten to ring uo*

*Webster sez—"Quo" is that which is received from barter.

MEMPHIS

W. H. BEECUE

We do not hand out the money—but, we do give you the customer who has the money—or "Quo" to buy your product. To this we add the "Know How" of modern radio merchandising to produce sales. A trial will convince you.

● WHBQ Broadcasts More Commercial Programs each week sponsored by Memphis Advertisers than any other station. —Memphis advertisers know Memphis media. Buy where they buy.

Represented by

THE WALKER CO.

NEW YORK—CHICAGO—LOS ANGELES
MINNEAPOLIS — BOSTON — KANSAS CITY
SAN FRANCISCO — ATLANTA

The Spartan Women and the Chambray

Jane Dalton, Women's Director, is on the air Monday through Saturday. The other morning she advertised some cotton goods that went on sale precisely at the end of her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scurried off to buy some of the chambray she had just described. There wasn't enough left to make a doll's dress!

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep. by Hollingbery

CBS Station for the SPARTANBURG-GREENVILLE Market

Three Members

(*Continued from page 15*)

from intrusion by network commercial programs, as charged by NARSR.

"The exact opposite is true," he declared, and asserted that network sales representation for local stations had increased their sales and income from national spot accounts. "This income has resulted not only from increased sale of time but also from the sale to national spot advertisers of local live programs," Mr. Meighan stated.

"The local independent stations, all of which have voluntarily chosen CBS radio sales as their national representative, have done so solely because they wished to improve their position in the national spot field—business-wise and program-wise."

Mr. Meighan said CBS would limit representation to 15 stations, including seven CBS owned stations. He alleged that the average member of NARSR represents 39 stations.

John Blair, leading the objection to the NARSR action among station representatives, was careful to point out that he was in favor of establishing an association of station representatives, but that he felt the organization should "confine its activity to matters having to do with the development and promotion of national spot radio advertising, and to get more business for stations they represent."

The complaint was signed by 20 members of the Assn. as follows: Adam Young Jr. Inc., The Branham Co., Burn-Smith Co., Forjoe & Co., Free & Peters Inc., Headley Reed Co., George F. Hollingbery Co., Homer Griffith Co., The Katz Agency Inc., Joseph Hershey McGillvra, McGeehan & O'Mara Inc., Edward Petry Co., John E. Pearson Co., Sears & Ayer, Wm. C. Rambeau Co., Radio Adv. Co., Paul H. Raymer Co., Taylor-Howe-Snowden Radio Sales, Walker Co. and Weed & Co.

The officers of NARSR are: Paul H. Raymer, chairman; H. Preston Peters, vice-chairman; Joseph Weed, secretary, and Lewis Avery, treasurer. Attorneys for NARSR in the complaint are James Lawrence Fly, former FCC chairman, Paul D. P. Spearman, and the Washington law firm of Braverman and Kecham.

NARSR plans its next meeting Oct. 28, when a constitution and by-laws for the new organization will be presented for ratification.

Barber to Continue

WALTER (RED) BARBER will continue to broadcast the Brooklyn Dodger baseball games next season, despite published reports to the contrary, it was reliably disclosed in New York last week. However, Mr. Barber is expected to discontinue his baseball duties at the end of the 1948 season to devote full time to his job as sports director of CBS.

DRAWING in absentia was conducted by Kasper-Gordon Inc., Boston transcription producer, at luncheon to which executives of Boston radio stations were invited. Winners of the drawing, which Kasper-Gordon had intended to hold at close of NAB Atlantic City convention but postponed when Convention Hall lights were turned off at noon closing day, were: First prize, Kasper-Gordon transcription playback, L. L. Clarke, WESA Charleroi, Pa.; second, Johnson indoor target gun, Alan Goff, WMID Atlantic City; third, Kasper-Gordon transcription carrier, Jack Wolever, KTHS Hot Springs, Ark. On hand for drawing were (l to r): Aaron S. Bloom, Kasper-Gordon Inc., C. H. Masse, WBZ; George Lasker, WORL; George Steffy, WNAC; Harold E. Fellows, WEEI; Craig Lawrence, WCOP; William B. McGrath, WHDH, and Edwin H. Kasper of Kasper-Gordon.

Text of NARSR Letters

(*Continued from page 15*)

sires for network operations.

The Commission is aware of the fact that the position of the networks vis-a-vis their affiliates has been enormously strengthened in recent months by the great increase in the number of stations competing for network contracts. It is no secret that the networks are now demanding de facto control of all station time without regard to option. The threat or fear of cancellation of affiliation contracts is a great force. If the network becomes the selling agent for all time not already committed to it by option it obtains the power to exercise its functions as agent in such a manner as to reinforce its already dominant position.

A network in negotiating a station affiliation contract may exert influence and pressure to negotiate a collateral representation agreement. The station is thereby forced to give up more of its rights and its management of its own affairs. The network has an instrument of persuasion not available to the independent representatives. This pressure for a national representative control is being used by the Columbia station's relations department on independent Columbia affiliates today. Such persuasive methods derived from the monopolistic position of the network destroy free competition and retard all national non-network radio.

In adopting Section 3.108 of the Chain Broadcasting Regulations for the purpose of eliminating all network influence on station rates the Commission pointed to a danger that is inherent in any situation where the network exercises an influence on the sale of non-network time. Not only may the network as a station representative exercise control over station rates, but it will inevitably tend to eliminate the competition between the stations and the network rate for the same station. This is an inherent inconsistency of position.

The Report of Chain Broadcasting, in commenting upon the efforts of NBC to protect itself against competition with its affiliates for the business of national advertisers, stated: "Continuing and unrestricted competition between network and outlets for this business will provide the public with steadily improving program service." This same report expresses the conclusion of the Commission on this point as follows:

"We conclude that it is against the public interest for a station licensee to enter into a contract with a network which has the effect of decreasing its ability to compete for national business. We believe that the public interest will best be served and listeners supplied with the best programs if stations bargain freely with national advertisers."

Any contract by which the licensee constitutes the network its agent for disposing of non-network time must have the effect of decreasing the ability of the station to compete with the network for national business. It is no answer to say that theoretically the control of the time remains with the station. Under present conditions a CBS affiliate is in no position to oppose effectively any plan of action which CBS in its capacity as station representative might desire to institute in order to enhance the position of CBS, the network. In actual practice, the selling agent under such a set-up has it within its power to so arrange the disposition of the non-network time as to place the network in the most favorable competitive position.

The cumulative force of these controls eliminates all substantial degree of station independence.

This situation is only worsened where this great bargaining force of the network is pressed down on the station affiliate in such a way as to destroy the station representative concerns who, acting independently of the networks and in competition with them, have built up the national spot business of that station.

Should the Commission conclude that prompt and direct action may not be taken under present rules, we request that the matter be set down for an early hearing.

Respectfully submitted,
National Association
Radio Station Representatives
By Paul H. Raymer, Chairman

[Then followed signatures of 20 member firms.]

Sept. 29, 1947

The Honorable Attorney General
Washington, D. C.

Dear Mr. Attorney General:

The undersigned national radio station representatives offer this complaint of violation of the anti-trust laws by the Columbia Broadcasting System Inc. The essential facts are outlined in the attached copy of letter to the Federal Communications Commission. Basically this establishes an elimination of competition on the sale and control of time between national spot advertising

on individual stations and advertising via network programs. Competition is eliminated both as to time availabilities and as to the rates. The chief competition in the field of national advertising has been between the networks seeking to project the advertising through chain programs and broadcasts on the one hand and the individual representatives on the other hand, seeking to carry the same advertising to the public by the sale of time on the individual stations directly, by becoming the station's representative for national spot sales this competition is necessarily eliminated.

There is moreover, a highly questionable use of the networks concentrated bargaining power, where, as here, through fear of losing its regular affiliation contract the station is compelled to enter into a second contract giving the network control over the national spot sales over the station as well as the network sales over the same station.

The injury to the national representatives of these stations, who heretofore have actively competed with national spot sales against the sale by the networks for network time and advertising, is both immediate and grave. Should this expansion activity be permitted to continue, and the other networks follow suit, the present responsible group of independent radio station representatives will be driven out of business.

Respectfully,

National Association
Radio Station Representatives
Paul H. Raymer, Chairman

FM, Independents

(*Continued from page 15*)

sired by some objectors. Others want foreign language programs excepted. Ban on appeals for funds in religious programs is viewed as a hardship in some quarters.

Heated comments are heard from those who object to the ban on dramatized programs covering controversial issues.

Agency and advertiser reaction to general provisions and purposes of the code has been good, but many timebuyers contend they are not allowed enough time for effective commercials. They point out that rising time charges and proposed cut in time for commercials will make the medium more difficult to buy. Reaction of representatives is mixed (see story page 15).

As expected, those with special complaints are doing most of the talking while those in favor of the code give them the floor. An important segment of the industry appears quite satisfied with the document as written at Atlantic City.

NAB board members have been receiving comments from members in their districts and categories. These are being forwarded to Washington headquarters for preliminary study in advance of the screening committee's meeting in early November. Thus far NAB has not commented on the nature of these comments other than to stress that they are confined to a small but important area of the standards.

While independent stations are the most numerous class of objectors, they are divided into several segments based on special operating problems. Hope has been expressed that their needs can be adequately met by revision of code specifications.

One of the more ardent objectors, WPEN Philadelphia, praises the NAB board for starting action on a code but says it discriminates against independents, one of the two major industry groups.

Edward C. Obrist, WPEN assistant manager, who voiced his views during convention discussion, concludes a long analysis of the standards with this comment:

"Let us not endorse a code with which so many stations will be unable to comply without deserting their present standards of community service . . . one that the industry as a whole may have cause to regret should it find its way into the FCC's statutes of requirements for license renewals."

Mr. Obrist says hundreds of independents "will be placed at an unfair competitive disadvantage with other stations in their communities." He adds that it would mean severe curtailment of income with a probably resultant cutback in personnel, besides handicapping disc jockeys, as well as morning and women's program conductors. He hints that one clause may lead to legal action, and another emasculate newsroom techniques.

Mr. Obrist calls for clarification of language covering sports to permit mention of odds quotations. He contends the clauses on political broadcasts are contradictory in that they ban dramatization and then hold they are not subject to censorship.

Claims Unfairness

He deems it unfair to permit a network station to carry a 14:30 program with 2:40 commercial content and then sell a station break, while prohibiting independents from having three one-minute commercials and station break. Use of two one-minute and one 40-second commercial is impractical, he contends.

Many independents program five minutes of news every hour, with 10-minute shot to complete quarter-hour segment, he says, but the code prevents use of station break spots at the end of either program.

Referring to the after 6 p.m. and Sunday limitations, he says independents in large markets will be forced either to give away evening time as a bonus or to petition the FCC for daytime operation only.

Mr. Obrist claims disc jockeys and morning conductors who meander through commercials with asides and tangent thoughts are handicapped, since they often consume two or three minutes in delivering what ordinarily might be a one-minute commercial.

He offers specific suggestions, and urges that further study be given to the idea of a two section code, one for network stations and one for independents, in case his suggestions cannot be incorporated in a single set of standards.

On the other hand Walter Brown, executive head of WORD Spartanburg, S. C., says, "We can live under the code and still make money and render a greater service to the public, the listener and the advertiser."

Another independent, WMLO Milwaukee, may face the choice of withdrawal from the NAB or tacit acceptance of a code to which it cannot abide, according to Jerome Sill, executive vice president. He points out that the code ignores the practice among independents of 14-minute program segments, and adds that the day-night distinctions are meaningless. He terms

(*Continued on page 80*)

UNTECHNICAL K.O.
WBT's Grady Cole Wins Bout With Dempsey

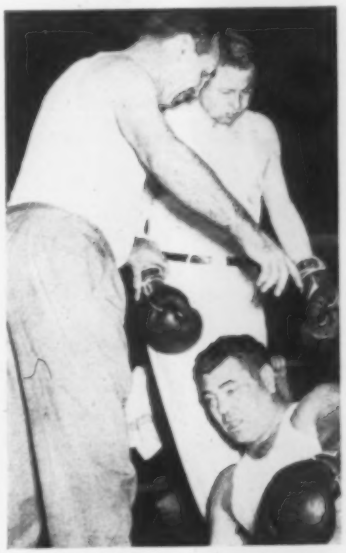
A HOSPITAL room was reserved, ambulance ordered and a funeral wreath sent but Grady Cole didn't need any of them despite the fact that the commentator for WBT Charlotte fought a one-round "grudge" fight with the great Jack Dempsey.

The whole thing started when Mr. Dempsey allegedly criticized a match decision made by Mr. Cole in his position as chairman of the Charlotte Boxing Commission. (Mr. Dempsey has since made public denial of any knowledge of the decision in question.) So the two—fast friends—decided to "fight it out" in the ring.

The staff of WBT crossed its fingers.

Amazing result was that the decision went to Mr. Cole—on the grounds that Mr. Dempsey hit the referee oftener than he hit Grady Cole.

* * *



That's really Jack Dempsey on the mat as Grady Cole (facing camera) waits for the count.

Hon. Frank Reed
221 N. La Salle Street
Chicago 1, Ill.
Dear Frank:
Man, you shoulda' been with me an' mort cohen t'other day when we took the wire recorder down to Morgantown t'hear Gen'l Eisenhower speak t'the folks there. People, such as Governor Meadows and Uni. Pres Stewart an' Pres. of the Board of Gov. Salvati commented on what they thought . . . Then we came rite back for the re-broadcast at 6 o'clock. Made a big hit with WCHS listeners . . . O' course we got 'em what with 5000 watts at 580. Yep, Us CBS stations don't stand short on public service . . . or news beats . . . The Gen'l kinda disappointed me . . . not sportin' a mustache or a sword or ridin' a horse like ole' Stonewall Jackson used ta do.

yrs.
Algy.

WCHS
Charleston, W. Va.

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Want a Christmas bonus? Ask your commercial manager about the 15% bonus The Cardinal Company is giving station salesman who sell either or both of their Xmas open-end packages.

Progressive, versatile announcer wanted on staff of regional southern station. Here is chance to do all kinds of mike work including news and special events. Permanent job. If you aren't good don't apply. Box 642, BROADCASTING.

Continuity supervisor—New 5 kw station in major progressive midwestern market desires experienced continuity supervisor. Immediate opening. Address Box 660, BROADCASTING.

Immediate opening for experienced radio copywriter, strong on retail copy, to take complete charge of radio department. If you are not satisfied with your present situation or earnings, here's your opportunity. A good, permanent position with one of America's outstanding radio advertising agencies. Send full details and copy samples. State age and salary desired. Confidential. Box 674, BROADCASTING.

FM station in upstate New York seeking experienced ad-lib announcer, girl experienced in broadcasting and continuity, and promotion man who later may have opportunity for sales. Address full information and discs to Box 681, BROADCASTING.

Wanted—Manager for 250 watt midwest station. Must know midwest territory and operation and have proven record of performance. Send salary requirement, background and photo first letter. Excellent opportunity. Box 689, BROADCASTING.

New 250 watt Mutual affiliate located in college town has openings for experienced continuity girl and two announcers with first class tickets. Excellent opportunity to become associated with an organization now in operation. Box 695, BROADCASTING.

Experienced announcer with knowledge of control board wanted by 250 watt Mutual affiliate in college town. Disc and photo must accompany first letter. Box 696, BROADCASTING.

Bellingham, Washington, 1 kc, interested in applications for experienced commercial manager, preferably family man who will become part of the community. Send photo and salary requirements. KPUG, 1103 Key.

Combination engineer-announcer for progressive AM FM midwest station. Must have first class ticket. WJEL-WJEM, Springfield, Ohio.

Wanted—Engineer with first class license. Write Chief Engineer, WJEF, Grand Rapids, Michigan.

In California, sales manager position open with ten year old 1000 watt ABC station, newspaper owned. Requires 8-10 years experience in national and retail sales. Full particulars KTMS, Santa Barbara.

The **SCHOOL** *of* **RADIO TECHNIQUE**

NEW YORK • CHICAGO

America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

Send for free Booklet B.

Approved for G.I. Training

NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue

Help Wanted (Cont'd)

Wanted—First class operator. Prefer single man; $40.00 per week to start. Write Chief Engineer, KVOC, Casper, Wyoming.

Transmitter operator, no control room operating. Car desirable, but not necessary. 250 watt AM installing 10 kw FM. WKPT, Kingsport, Tennessee.

Announcer with general experience. Send photo, audition disc and full information with first letter. WTMC, Ocala, Florida. No phone calls.

Salesman—Man for whom we are looking is doing very well where he is, as an outstanding citizen of his community with a fine radio background and a top sales record, but, who, because of health condition in his family; a boss who doesn't appreciate him or just a desire to live in "God's Country" wants to move to Florida. We offer our top sales job with a worthwhile commission against a good drawing account, plus a climate and growing community unequalled anywhere in the U. S. Please supply all details including snap photo in first letter and do not apply unless you can qualify. Write Reggie Martin, Radio Station WFTL, Fort Lauderdale, Florida.

WGCM Gulfport, Mississippi has opening for experienced announcer.

Good announcer—All-round experience Send audition disc, photo and full particulars first letter. WERC, Erie, Penna.

Wanted — Combination operator - announcer. Must have good voice. First class license. Best of working conditions. KPOW, Powell, Wyoming.

Good announcer with first class license for NBC 5 kw 19-year-old station with congenial staff. Send disc and picture along with qualifications and salary requirements. KXLF, Butte, Montana.

Combination man with ticket. Forty hour week—$77.50 weekly. CBS affiliate. Send air check. KOLO, P. O. Box 1129. Reno.

WAIM, Anderson, South Carolina requests bids for the erection of 370' self-supporting Blaw-Knox tower complete with painting, lighting, mounting of 54-A Western Electric FM antenna and 3⅛" coax complete with ground system.

Wanted—Sales engineer for complete prominent line broadcast station equipment. Thorough technical knowledge and sales technique of both AM and FM necessary. Position requires car and considerable traveling during week. Guaranteed salary and expenses plus bonus. Total earnings should exceed $7500 net. Position is in south. Box 706, BROADCASTING.

Continuity-traffic—Girl experienced to handle, MBS outlet, established station, $45.00 per week, single. Box 717, BROADCASTING.

Announcer—5000 watt NBC affiliate expanding its staff has opening for top-flight announcer with successful experience record. The man we seek is thoroughly grounded all phases of announcing, is happy in his present job, but feels he is now ready to move up to a better permanent position. No beginners. Send voice recording and complete outline qualifications, including past and expected earnings, references. WSAV, Savannah, Georgia.

FOR SALE

Truscon Tower
176½ ft. high

Galvanized, triangular, self-supporting, welded construction. Included are base insulators and approved tower lights. Price is $1,750.00 f.o.b. present transmitter site, dismantled, available immediately.

BOX 276, BROADCASTING

Help Wanted (Cont'd)

Wanted — Announcer for progressive Georgia affiliate. Salary commensurate. No prima donnas. Contact Ed Sharpe, WNEX, Macon.

Sales-service, midwest station needs young man to sell and service active list of retail accounts; two years experience required; only salesmen need apply; draw against commission; MBS sports station; large, isolated market, give full details. Box 715, BROADCASTING.

Wanted—announcer. Send audition and pertinent data to WJTN, Jamestown, New York.

Experienced time salesman. Energetic worker. Must have car. New England, 250 watt fulltime independent. Drawing account against 15% commission. Box 710, BROADCASTING.

Farm editor—Midwest MBS station needs man to write farm news, make contacts with meetings, help develop accounts. Box 716, BROADCASTING.

Salesmen-engineers (television experience), senior announcers, copywriters, technicians. RRR, Employment Service, Box 413, Philadelphia.

Leading Virginia network station has immediate opening for young woman continuity writer as assistant to commercial manager. Attractive salary, congenial staff. Prefer person presently working Virginia or North Carolina so personal interview can be arranged at our expense. Box 709, BROADCASTING.

Salesmen, announcers, engineers needed for AM-FM operation starting soon. Write or wire WCAV, Norfolk, Virginia enclosing experience, earnings expected and references. Announcers send platter which will be returned promptly.

Sales manager of proven sales and executive ability. Wanted by new 5 kw network affiliate in northeast market of 200,000 population. Send complete information on experience, age, personal photo, salary expected, references, etc. Box 705, BROADCASTING.

Experienced control operator for Intermountain NBC Network station. Must be fast on platter work and have good knowledge of microphone placement. Salary $60.00 per week to start. Send full data of training and experience, including a snapshot to Box 719, BROADCASTING.

Experienced announcer for nation's most progressive FM station. Start immediately. Send disc, photo, character and ability references and state salary expected. WATG, Ashland, Ohio.

Network caliber announcer for KTHT, Houston, Texas. Send experience, age, marital status and photograph with audition record.

Situations Wanted

General manager available. 15 years experience all phases station operation. Married family man, top record and references. South only. Confidential. Box 493, BROADCASTING.

Experienced station manager available within next two months. Seven years managerial experience. Over five years general manager southern California small market station. Currently general manager AM and FM newspaper-owned station. Experienced in newspaper radio station cooperation due to association with two such owned stations. Managed station that won Variety Showmanship Award three years ago. 39 years old. Married. College. Seeking real opportunity to become working partner or share in profits. Prefer western states. Box 580, BROADCASTING.

50 kw disc jockey, humorist. Highly experienced. Box 586, BROADCASTING.

Announcer-script writer. Experienced. Grad leading New York announcing school. Single, vet. Will travel. Disc, photo. Box 633, BROADCASTING.

Chief engineer. BS EE. Engineering experience, 1, 5, 50 kw. Can organize and direct construction and operation. Now senior engineer in electronics research. Family housing essential. Box 693, BROADCASTING.

I AM NOT AT LIBERTY

and I haven't been for the past decade. I'm happily employed by one of this country's largest stations. However, as your program director, my background in announcing, writing, acting, production, and publicity will make more money for you and me, both. What's your proposition? Box 683, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-veteran, 26, single. Trained at leading Chicago radio college. Travel anywhere. Photo and disc available. Box 694, BROADCASTING.

Station manager available in six weeks. Experienced with good record all phases broadcasting. Family man with car, hard worker. Will arrange interview. Box 686, BROADCASTING.

Experienced engineer wants transmitter engineer position Florida, Ohio, or Michigan stations. Married. Box 639, BROADCASTING.

Radio executive. 17 years experience with station, network, government and agencies. Now executive time buyer top New York agency. Desires leave New York and seeking manager or commercial manager spot in station or other appropriate connection. 40, married, college grad. Top references. Box 651, BROADCASTING.

Manager 250 watter. Desires better climate. Strong on sales and program improvement. Civic minded. Box 654, BROADCASTING.

Play-by-play sports announcer. Presently manager 250 watter. Desires sports opportunity. Box 655, BROADCASTING.

Experienced engineer desires position with northeastern station. Box 656, BROADCASTING.

Women's director desires position with progressive middle western station. Box 665, BROADCASTING.

Program-production manager desires position with progressive organization! Excellent qualifications. Thorough knowledge all phases broadcasting, advertising. Station, agency, free-lance experience; local, network programs. Talented writer, producer, newscaster, announcer, emcee; topflight sports, special events personality. College graduate; wide cultural background. Executive ability, initiative, showmanship, know-how; sober, ambitious, adaptable, dependable. 34, married, no children. Box 675, BROADCASTING.

Announcer - writer. Versatile, single, steady, 23, travel, Box 677, BROADCASTING.

Engineer, 1st phone. RCA graduate. Army technician experience. Prefer western U. S. Married. Box 678, BROADCASTING.

Topflight promotion man available, with background of almost 10 years as regional district manager, working on 36 stations. Interested in promoting new accounts, plus additional revenue "without cost to you". Would consider suitable position on commercial staff. Box 679, BROADCASTING.

Program director—Ten years announcing, writing, production. Northeast preferred. Box 680, BROADCASTING.

Salesmen! Having trouble selling furniture accounts? Armchair Romances 26 fifteen minute transcriptions made especially for furniture stores will do the job. Write or wire Hollywood Recorded Features, 75 E. Wacker Drive, Chicago.

Mr. Station Owner, have you had enough? Stop losing—let me get your station in the black. Experienced in all phases of broadcasting and with proven success as manager, I can make your station zoom. Married, sober, looking for permanent—I repeat—permanent location. All details on your request. Interviews possible. Box 684, BROADCASTING.

Veteran, 1st phone, 2nd telegraph. Army and amateur experience, RCA graduate. Desire position as technician in broadcast station. Will travel. Box 688, BROADCASTING.

Announcer. Veteran. Graduate oldest school of broadcasting in country. Trained all phases broadcasting by CBS instructors. Will try anything. Box 691, BROADCASTING.

WANTED TO BUY—Any quantity RCA Mi-4856 pickup heads. Address all offers to Box 707, BROADCASTING.

WANTED—Program director for independent FM station with AM CP in pleasant Florida city. Starting salary moderate. Do not apply unless now employed as program director. Give background, minimum salary required and other information to Box 682, BROADCASTING.

Situations Wanted (Cont'd)

Station manager or assistant. Experienced all phases radio including opening new station. Interested in locating in market either large or small offering opportunities for present and future. Want to work with an organization interested in operating a good radio station and making money at same time. Am not looking for just a job. I have a job. Box 697, BROADCASTING.

Manager—Nine years radio, including management, sales, programming, promotion. Young, married. Box 698, BROADCASTING.

Just granted a CP? Let me build, staff and put your station on the air. I'll make it tops with listeners and advertisers in your city and get it making money fast. My experience includes station manager, sales, program and engineering over past fifteen years. Married, still young and an aggressive, hustling worker. Will consider FM station. Write for details. Box 685, BROADCASTING.

Operator, 1st phone, 4 years broadcasting. 2 years radio servicing. 1 year Army Air Corps maintenance and operating. Graduate Army Radio Tech School. 27 years old, sober, dependable, congenial, versatile. Experience on most all makes equipment 250 and 1000 watts. Box 699, BROADCASTING.

Program director, writer, producer. Thoroughly experienced radio man. Announcer, newscaster. Excellent references. Wants position with station or agency that wants top man. Box 700, BROADCASTING.

Announcer—Experienced network affiliate. Can run own controls. Vet, single. Disc, photo. Box 701, BROADCASTING.

Now read this—11 years network and independent station experience. In a freelance association with every major network and agency in the east, plus staff member of one of the biggest independents in the country. I will read your commercials in a deep, rich voice that will sell, your news in a crisp, comprehensive style that makes good listening and will write, produce, direct live talent, record shows and transcribed spots. Thorough knowledge of all music and technical radio. I'm a a young, mature family man presently employed as program director. Here's the catch. I'm looking for a worthwhile, progressive station within a 200 mile radius of Los Angeles. Box 702, BROADCASTING.

Engineer, 1st phone, graduate leading N. Y. technical school. Vet, single, will travel. Box 704, BROADCASTING.

Time Salesmen! Want to close that department store deal? The Cinnamon Bear Xmas program will clinch it for you! 26 fifteen minute transcriptions. Auditions available. Hollywood Recorded Features, 75 E. Wacker Drive, Chicago.

Announcer-newscaster, disc jockey, specialty sportscasting. Jim S. Calir, 1044 E. Santa Anita, Burbank, Calif.

Commercial announcer who can sell. 5 years in radio. College-family man. Prefer midwest. Excellent references. Employer knows of this ad. Dick Crowley, 118 7th, Peoria, Illinois.

Technician—1st phone. Two years operating experience (Army). Civilian schooling. Operational or maintenance work wanted—anywhere. Robert Gruber, 842 Saratoga Ave., Brooklyn 12, N. Y.

Broadcast station technician. RCA Institute grad, 1st phone, 2nd telegraph, Class B Amateur licenses. James Strong, 25-36 9th Walk, Northern Blvd. Houses, Jackson Heights, L. I., N. Y.

Situations Wanted (Cont'd)

Announcer—Single, 24, veteran, no experience. Trained in leading radio college. Desires position small station. Salary open. John Somers, R2, Elgin, Illinois. Phone Elgin 9830Y-3.

Announcer-experienced. Vet. Have been doing general announcing and play-by-play sports. Currently working. West preferred. Box 712, BROADCASTING.

The folks will take notice if you do an intelligent, thorough, sustained job of keeping them informed about local affairs, not by crusading, but by lively reporting and interpretation. Local news expert is available to an important station for this assignment, plus other news or publicity duties as desired. His competence traces to broad newspaper experience, mature judgment, radio and promotion knowhow, good voice, good health, good habits, plenty of physical and mental energy. Box 713, BROADCASTING.

Looking for versatility at its budding best? Here's your answer in writer-announcer; young, able, willing. Young in years, old in experience; able to tackle any job; willing to travel. Employed last two stations continuity director. Salary secondary to location. Presently employed, available two week's notice. Box 711, BROADCASTING.

Announcer—Vet, single, 22, seeking position. One year of college training in all phases of broadcasting. Inexperienced, but willing to work hard. Photo, audition disc on request. Al Stevens, 6531 Minerva, Chicago, Ill.

For Sale

For sale immediately. Approximately 1200 feet one and five-eighths inch coaxial line crated in 20 foot sections. Make us offer. WBOC, Salisbury, Maryland.

Owner of thousand watt daytime station in large southern city wishes to secure additional funds to devote to his primary line of business and will sell for $75,000 cash or less than four times present earnings. Good equipment, long leases, well staffed. Financial references should accompany inquiry. Box 687, BROADCASTING.

Regional midwest. Newspaper owned. Sell 45% to qualified operator. Box 708, BROADCASTING.

Recording equipment—General Electric magnetic wire recorder and reproducer, model 51, serial No. 222, complete with microphone, six spools of wire and extra record-playback head; good condition; equipped with magic eye level indicator. Presto model "Y" portable recorder and playback equipment; equipped with Cannon microphone recepticals, 50, 200 and 500 ohm microphone input taps available. Good condition. Make us offer for either or both. Box 703, BROADCASTING.

Planning World or Associated library service? We have extra pair of RCA verticle pickups complete, arms, coils, etc. KFXJ, Grand Junction, Colorado.

Complete 5 kw installation consisting of Collins 21 DA transmitter, Johnson phasing and antenna units, General Radio frequency and modulation monitor, distortion meter and oscillator, Western Electric 2-A phase monitor, two 200' American Bridge towers. Has been operating on 1480 kc. Address inquiry to Karl Troeglen, Technical Director, KCMO Broadcasting Co., Kansas City 6, Mo.

New radio tower—150' Truscon self-supporting tapered, price with A-3 lighting $1975.00, FOB, Youngstown, Ohio. Available in two weeks. KIRX, Kirksville, Missouri.

For Sale (Cont'd)

For sale—1 new Temco 250 GSC radio transmitter in Washington warehouse. Will accept best offer. G. D. Kincaid, Central Bank Bldg., Lexington, Ky.

GE wire recorder. Factory rebuilt. Make offer. Engineering Department, Radio Station WJW, 1375 Euclid Avenue, Cleveland, Ohio.

1000 watt Western Electric Type 353E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

For sale—Used AM Wincharger tower, 176 feet, in use only 6 years. Excellent condition. $2,000 FOB Kokomo, contact Joseph W. Jordan, Gen. Mgr., WKMO, Kokomo, Indiana.

For sale—Transformers (2) 50 KVA, Pittsburgh, type ODSC, single phase, IMPD. 3.6%, primary 4600 volts, secondary 115/230 volts. Transformer (1) 75 KVA, Pittsburgh type ODSC, single phase, 60 cycle, IMPD. 4.3%, primary 4600 volts, secondary 115/230 volts. Write WHOO, Orlando, Florida.

Two RCA 70C-2 turntables. New and never unpacked. If you are lucky enough to get delivery, you can buy from RCA for $630. Wire your offer to J. Plummer, 2757 Frankford Avenue, Philadelphia, Penna.

RCA 250-K transmitter, complete. Excellent condition. 188 ft. Lingo tower, complete with standard lighting, choke, guys, plates and insulators. 8000 ft. No. 8 bare copper ground wire. RCA crystal, ground for 1310 kc-never used. WSAV, Savannah, Georgia.

Western Electric 5 kw transmitter in excellent condition. Now operating. Available about December 15, 1947. Complete description on request. WIS, Columbia, S. C.

Wanted to Buy

Radio station. Group New York radio executives interested buying outright or controlling interest with active management in going profitable 250 watter. Box 650, BROADCASTING.

Control or outright—Fulltime local or regional station. Box 692, BROADCASTING.

Wanted—One or two Fairchild Proctor crystal pickup arms. KVOA, Tucson, Arizona.

Wanted—Truscon self-supporting 90-mile antenna. Height not less than 168 feet above insulators with base triangle of 6 feet, 9 inches. Write, wire or phone Reggie Martin, Radio Station WFTL, Fort Lauderdale, Florida.

Closed corporation desires control or outright purchase of outstanding station, network preferred. Box 593, BROADCASTING.

Miscellaneous

Jockey's comedy script collection, $5.00. Kleinman, 25-31-T 30th Road, Astoria 2, L. I., N. Y.

Tops in material! Humerous, serious! Issue I, 15 pages—$1.00. Material Storehouse. Box 676, BROADCASTING.

Management made easy! 15 years successful experience available on consultation basis. Reasonable rates. Write in confidence. Box 690, BROADCASTING.

WANTED
Sports Announcer

We are looking for a sports announcer. We have a darn good job open for the right man. We want a man who really knows sports, who can prepare and present an original sports show. We will give the right man a good salary, two weeks vacation with pay, complete insurance for himself and his entire family including hospitalization, a one-half month's salary as mid-year bonus and a month's salary as a year-end bonus. Anybody who gets himself involved financially, who drinks to excess or gets messed up with women need not apply. Send complete details, salary required, late picture in first letter.

HOWARD L. CHERNOFF
Radio Station WCHS ● Charleston, W. Va.

APPRAISALS

After November 1st the Blackburn-Hamilton Company will be in a position to schedule a limited number of appraisals with a completion date before January 1, 1948.

Our confidential appraisal service consists of a thorough in-the-field survey, including an analysis of operating records, physical assets, market status, competitive position and future possibilities. This detailed appraisal will prove valuable for tax purposes.

As a conclusion to our study we will set a firm valuation on your property and an estimate of future valuation based on possible facility development, market growth, sales methods, etc.

Write for details and costs

BLACKBURN-HAMILTON CO.
Radio Station Brokers

WASHINGTON, D. C. — James W. Blackburn, 1011 New Hampshire Ave., National 7405
SAN FRANCISCO — Ray V. Hamilton, 235 Montgomery St., Exbrook 2-5672

NATIONAL ACADEMY OF BROADCASTING, INC. — NAOB

STATION MANAGERS!

Trained personnel available for all phases of studio work.

G. I. students available for on-the-job training.

BROADCASTERS!

Brush up on your technique through resident or correspondence courses.

WOMEN!

Learn the lucrative field of public relations through radio. Train yourself for women's radio programs.

MEN!

Intensive 32-week course trains you for real jobs in acting, announcing, writing; producing.

THE NATIONAL ACADEMY OF BROADCASTING, INC.

3338 16th Street, N. W.
Washington 10, D. C.

America's Pioneer Broadcasting School

CORRESPONDENCE COURSES OFFERED BEGINNERS AND PROFESSIONALS

G-I APPROVED

NATIONAL ACADEMY OF BROADCASTING. Dept. 111
3338—16th St., N.W.
Washington 10, D. C.

Please send information concerning
☐ Correspondence ☐ Residence Courses.

Name.....

Address.....

City..... State.....

1000 NIGHT
5000 DAY

Mississippi's cotton crop forecast for 1947 is 1,600,000 bales, an increase over 1946 of 553,000 bales. This is a sure indication of prosperous times in Mississippi.

WJDX NBC
in
JACKSON, MISSISSIPPI
"Selling America's Fastest-Growing Up-And-Coming Market!"
NATIONAL REPRESENTATIVE:
THE GEORGE P. HOLLINGBERY CO.

Best Sales spot on the dial
in Buffalo
WGR
COLUMBIA
550
WGR Broadcasting Corporation
RAND BUILDING, BUFFALO 3, N. Y.
National Representatives, Free & Peters, Inc.

FM, Independents

(*Continued from page 77*)

a "serious abuse" the use of "cliff-hanger" commercials in the middle of network dramatic programs.

On the Tommy Dorsey disc jockey show, says Mr. Sill, a station is allowed 12 minutes commercial time in an hour for 12 advertisers, but one advertiser buying the whole hour is allowed only 7 minutes.

Presenting a sponsor view of the problem, K. C. Titus, advertising manager of Perfex Co., Omaha, is "unequivocally" opposed to copy limitations. "With the combination of numerous rate increases, which in many cases do not appear justified and proposed copy limitations, radio is rapidly becoming a less profitable media for the spot and regional advertisers," he says.

"The increasingly serious division of available audience due to the greatly increased number of broadcasting stations must today constitute one of the broadcaster's most serious problems. Is it not possible to give dollar value to the advertiser who has helped to pay the freight all these years, good and bad?"

Jack Gould, radio editor of *The New York Times*, contended in an address to the Radio Executives Club of New York that the industry put itself firmly on the spot with the public, tacitly admitting over-commercialization. He included sponsors and agencies as part of the industry, declaring that when one has the power to determine what actors, what newscasters, what commentators are to be heard from coast to coast, he is more than just an advertiser.

Art Harre, manager of WJJD Chicago, told the Chicago Radio Management Club last week he opposed the code in its present form because as an independent station operator he had found it takes more time to sell an unknown product than a nationally advertised one. Other club members said they were of the opinion that the code had been drafted under pressure from networks and that small independents had not been considered fairly when it was drafted. John Carey, commercial manager of WIND Chicago, quoted Mr. Sill's opinion that the code should not be accepted and that he doubted if any independent station could honestly live up to its standards.

The club had earlier sent a formal protest to the NAB Code Committee during its drafting session, objecting to restrictions on length of commercial copy. Holman Faust, vice president of Mitchell-Faust Adv. Agency, said at that time that the chief concern of such a committee should be with the content and quality of copy rather than its length.

U. OF KENTUCKY's newest academic department, Radio Arts, this year for first time is offering students opportunity to major in field of radio.

PLOWING CONTEST
50,000 Brave Rain, Cold Wind To Watch WHO Event

Queen Ardis receives crown from Iowa Secretary of Agriculture Linn.

FIFTY THOUSAND persons braved rain and cold prairie winds Sept. 27 to witness WHO Des Moines Fifth Annual Plowing Match and Soil Conservation Field Day. Thirty-five plowmen from Iowa, Indiana, Illinois, Kansas, Ohio, Nebraska, Michigan and Missouri competed in the level land and contour contests.

Harry Linn, Iowa Secretary of Agriculture, placed a crown on the head of Miss Ardis Brinkeme of Kamrar, Iowa, making her "Queen of the Furrow." Governor Robert D. Blue, speaking from Hamilton County, where the event was held, called it "the greatest demonstration of visual education ever seen." The contestants plowed up 160 acres of farmland during the contest. Spectators also witnessed a demonstration of crop dusting.

In 1946, this WHO event won the Fifth Annual Alfred I. Dupont Radio Award for stations of more than 5 kw for "meritorious public service."

PERSONAL INCOMES DROP 1% IN AUGUST

PERSONAL INCOME in the United States for August declined slightly less than 1% below the July level, the Department of Commerce announced last week. Commerce economists said the drop reflected the fact that many farmers did not market produce and livestock in August. Excellent range conditions permit longer grazing for livestock, and many farmers marketed an unusual amount of produce in the preceding month.

Total wage and salary payments are now at levels which equal the wartime peak in the first quarter of 1945. For the first eight months of 1947, personal income has been running at the rate of $192.4 billion, 11% above a comparable period in 1946. In figuring personal income receipts, the Commerce Department includes wage and salary payments, net income of proprietors and partnerships (farm and non-farm), dividends and interest, net rents received by landlords, and other types of personal income.

Station Representation Planned by Friedenberg

FORMATION of the Friedenberg Agency Inc., New York, a new station representative organization, was announced last week by Harry A. Friedenberg, president of the new company.

Mr. Friedenberg, until recently president of Marfree Adv., New York, said that Marfree will continue operations with his son, Barnett Friedenberg, as president, and Raymond Gilley as general manager. Harry A. Friedenberg said he would continue with the firm in an advisory capacity.

Statement of The Ownership, Management, Circulation, etc., Required by the Acts of Congress of August 24, 1912, and March 3, 1933

Of BROADCASTING-TELECASTING, published weekly, at Washington, D. C., for October 13, 1947.

District of Columbia—ss.

Before me, a notary public in and for the District aforesaid, personally appeared Maury Long, who having been duly sworn according to law, deposes and says that he is the business manager of BROADCASTING-TELECASTING and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, circulation, etc. of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Publisher and Editor—SOL TAISHOFF, Washington, D. C.

Managing Editor—ART KING, Washington, D. C.

Business Manager—MAURY LONG, Washington, D. C.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Broadcasting Publications, Inc., Washington, D. C.; Sol Taishoff, Washington, D. C.; Betty Tash Taishoff, Washington, D. C.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the twelve months preceding the date shown above is 13,543.

MAURY LONG

Sworn to and subscribed before me this 4th day of October, 1947.

NATHAN SINROD
(Seal) *Notary Public.*

(My commission expires October 15, 1948.)

NETWORK BOXSCORE

Number of commercials on four nationwide networks Aug. 31	271
Number of network commercials starting during September	25
Number of network commercials ending during September	7
Net increase	18
Number of commercials on four nationwide networks Sept. 30	289

September Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Derby Foods	Sky King	ABC	M-F, 5:30-6 p.m. Alternate days	Needham, Louis & Brorby
Eversharp Inc.	Henry Morgan	ABC	Wed., 10:30-11 p.m.	Biow Co.
General Electric Co. (lamp division)	Willie Piper	ABC	Thurs., 9-9:30 p.m.	BBDO
General Mills	Betty Crocker	ABC	M-F, 10:25-10:45 a.m.	Dancer-Fitzgerald-Sample
General Mills	Jack Armstrong	ABC	M-F, 5:30-6 p.m. Alternate days	Knox Reeves Adv. Co.
Toni Co.	Breakfast Club	ABC	M-F, 9-9:15 a.m.	Foote, Cone & Belding
U. S. Army Recruiting	Football	ABC	Sat. afternoon	N. W. Ayer & Son
U S. Steel Corp.	Theatre Guild on the Air	ABC	Sun. 9:30-10:30 p.m.	BBDO
Chrysler Corp. (De Soto Div.)	Christopher Wells	CBS	Sun., 10-10:30 p.m.	BBDO
Miles Labs	Lum and Abner	CBS	M-F, 5:45-6 p.m.	Wade Adv. Agency
Armour & Co.	Queen for a Day	MBS	Tues.-Thurs., 2-2:30 p.m.	Foote, Cone & Belding
Carter Products	Jimmy Fidler	MBS	Sun., 8:30-8:45 p.m.	Sullivan, Stauffer, Colwell & Bayles
Delaware, Lackawanna & Western Coal Co.	The Shadow	MBS	Sun., 5-5:30 p.m.	Ruthrauff & Ryan
General Foods Corp.	Juvenile Jury	MBS	Sun, 3:30-4 p.m.	Benton & Bowles
Helbros Watch Co.	Quick As a Flash	MBS	Sun., 5:30-6 p.m.	William H. Weintraub Co.
Kellogg Co.	Superman	MBS	M-F, 5:15-5:30 p.m.	Kenyon & Eckhardt
Pharmaco Inc.	Jim Backus	MBS	Sun., 9:30-10 p.m.	Ruthrauff & Ryan
Pharmaco Inc.	Charlie Chan	MBS	Mon., 8:30-8:55 p.m.	Ruthrauff & Ryan
Pharmaco Inc.	Song of the Stranger	MBS	M-W-F, 3-3:30 p.m.	Ruthrauff & Ryan
Trimount Clothing Co.	Sherlock Holmes	MBS	Sun., 7-7:30 p.m.	William H. Weintraub Co.
U.S. Army Recruiting	Football	MBS	Sat. afternoon	N. W. Ayer & Son
Wander Co.	Capt. Midnight	MBS	M-F, 5:30-5:45 p.m.	Hill Blackett & Co.
Miles Labs	News of the World	NBC	M-F, 11:15-11:30 p.m.	Wade Adv. Agency
Brown & Williamson Tobacco Co.	People Are Funny	NBC	Fri., 9-9:30 p.m.	Russel M. Seeds Co.
Bekins Van & Storage Co.	Evening in Radio City	NBC	Sat., 9:30-10 p.m. (PST)	Brooks Adv. Agency

September Deletions

Miles Labs	Lum and Abner	ABC	M-Thurs., 8-8:15 p.m.	Wade Adv. Agency
Carnation Co.	Lone Journey	CBS	M-F, 2:45-3 p.m.	Erwin, Wasey & Co.
Eversharp Inc.	Xavier Cugat	CBS	Sun., 10-10:30 p.m.	Biow Co.
Ford Motor Co.	Meredith Willson	CBS	Wed., 9:30-10 p.m.	Kenyon & Eckhardt
American Safety Razor Corp.	The Falcon	MBS	Tues., 8:30-9 p.m.	Federal Adv. Agency
Richfield Oil Corp.	Arthur Hale	MBS	Tues.-Thurs, 7:30-7:45 p.m.	Hixson - O'Donnell Adv.
Whitehall Pharmacal Co.	Fleetwood Lawton	NBC	M-F, 8:15-8:30 p.m. (PST)	Dancer - Fitzgerald-Sample

September Changes

Carter Products Inc.	Jimmy Fidler	ABC	Moved from Sun., 9:30-9:45 p.m. to Sun., 10:30-10:45 p.m.	Sullivan, Stauffer, Colwell & Bayles
Christian Science Publishing Co.	Christian Science Monitor Views the News	ABC	Moved from Thurs. 8:15-8:30 p.m. to Tues., 8:15-8:30 p.m.	H. B. Humphrey Co.
Electric Auto-Lite Co.	Dick Haymes replaces Lawyer Tucker.*	CBS	Thurs., 9-9:30 p.m.	Ruthrauff & Ryan
Electric Companies Advertising Program	Hour of Charm replaces Summer Electric Hour*	CBS	Sun., 4:30-5 p.m.	N. W. Ayer & Son
General Foods Corp.	Baby Snooks replaces Gordon McRae*	CBS	Fri., 8-8:30 p.m.	Young & Rubicam
International Silver Co.	Ozzie & Harriet replaces Silver Theater*	CBS	Sun., 6-6:30 p.m.	Young & Rubicam
Brown & Williamson Tobacco Co.	Red Skelton replaces Evening with Romberg*	NBC	Tues., 10:30-11 p.m.	Russel M. Seeds Co.
American Home Products	Hollywood Star review replaces Ellery Queen	NBC	Sun., 6:30-7 p.m.	Sullivan, Stauffer, Colwell & Bayles
General Mills	Holly Sloane replaces Masquerade	NBC	M-F, 2:27-2:40 p.m.	Knox Reeves Adv. Co.
Lever Bros. (Pepsodent Div.)	Bob Hope replaces Philip Marlowe*	NBC	Tues., 10-10:30 p.m.	Foote, Cone & Belding
Pabst Brewing Co.	Eddie Cantor replaces Blue Ribbon Music Time*	NBC	Thurs., 10:30-11 p.m.	Warwick & Legler
Standard Brands	Bergen-McCarthy replaces Alec Templeton*	NBC	Sun., 8-8:30 p.m.	J. Walter Thompson Co.
Sun Oil Co.	3-Star Extra replaces Lowell Thomas	NBC	M-F, 6:45-7 p.m.	Roche, Williams & Cleary

September One-Timer

Shipstead & Johnson	Ice Follies	MBS	Sept. 18, 12:30-1 a.m.	Smith, Bull & McReery

* Resuming after summer layoff.

Radio Use by Bank Proves Effective

Financial Advertiser Group Told How It's Done in Oklahoma

BANKING SERVICES can be sold by radio with as much success as a suit of clothes or any other form of merchandise, according to Daniel W. Hogan Jr., vice president of the City National Bank and Trust Co., Oklahoma City.

Mr. Hogan

Mr. Hogan spoke last week as chairman of the radio clinic of the Financial Advertisers Assn. Convention, held at the Waldorf-Astoria Hotel in New York, Oct. 6-9.

"Although we have used newspapers, outdoor boards, bus cards, and direct mail, we have been particularly successful in pioneering bank use of radio programs," he declared. Mr. Hogan said that his bank began its radio career with spot announcements promoting a checking service over KOCY Oklahoma City, and then switched to KTOK when it was felt the time had come for expansion to a network station.

"When KOMA (also Oklahoma City) offered us sponsorship of Edward R. Murrow direct from London over CBS, we felt like the man who fell in the river and came up with a pocket full of fish," he added.

WQQW Foresakes Blue Book Flavor

PUBLIC announcement has been made by WQQW Washington, one-time experiment of Blue Book Co-Author Edward M. Brecher, of intentions to continue operation under its diversified multi-stockholder ownership. At a press luncheon tendered last Thursday at Washington's Wardman Park Hotel, WQQW President Morris Rodman and General Manager M. Robert Rogers confirmed decision to not sell and to continue operations in orthodox manner of commercial broadcasting. It was stated that sufficient new financial support had been obtained which would not water the holdings of the present some 200 stockholders.

Mr. Rogers, who had gone to the station as an "interested stockholder" a fortnight ago to push reorganization, is to continue as full-time general manager, it was announced. Perry Walders, former sales manager at WPIK Alexandria, Va., and in Washington radio for several years, has been appointed commercial sales manager of WQQW.

Further reorganization includes appointment of Pierson Underwood as program director in addition to his duties as music director for the station.

Get ready now for
THE CHRISTMAS SEASON!

Two Great New
PACKAGES

FOR PRE-CHRISTMAS:

That lovable character

UNCLE REMUS

With his friends, Brer Rabbit, Brer Fox, Sis Crow, Mama Rabbit and all the rest brought to life by

JIMMY SCRIBNER

A brand new series of 20 quarter-hour open-enders. Designed for integrated commercials and tailored for concentrated pre-Christmas merchandising.

Cost per program, based on metropolitan population area:

Under 25,000	$ 3.00
Under 100,000	5.00
Under 750,000	10.00
Over 750,000	15.00

★

FOR THE HOLIDAYS:

Four quarter-hour programs featuring:
Irene Manning
Dick Foran
Frank Graham
Ivan Ditmars
Thomas Freebairn Smith

Three for Christmas. One for New Years.

ALL FOUR FOR JUST
$20.00
IN ANY MARKET

Advertiser or Station Holiday messages can be smoothly incorporated.

★

Exclusive in your city

For audition discs Write or Wire

THE
CARDINAL
COMPANY
New York • Hollywood • Chicago
6000 Sunset Blvd., Hollywood 28. California

Gramling

(*Continued from page 18*)

These are, first, that the member station may end it upon two year's notice; second, that AP may not end the agreement except for "non-payment of assessment or by reason of the suspension or expulsion of the member or for cause, as provided in the by-laws of AP" with the additional proviso that "in the event that any of the terms and conditions of this agreement shall be or become contrary to or inconsistent with the by-laws of AP, the by-laws shall control."

Clause Added

To clarify this, the following clause has been added to the above. "AP agrees to give the member not less than 30 days prior notice in writing of any amendment to its by-laws the effect of which will be to diminish the rights or increase the obligations of the member under this agreement. The member shall have the right to terminate this agreement upon the effective date of any such amendment to the by-laws provided that notice in writing of the member's intentions is given to AP not less than 10 days prior thereto."

This right of immediate cancellation was already in the agreement, Mr. Gramling said, but this spells it out specifically. He referred to the clause stating that in case of a rise in rates the station may cancel the agreement on 30 days notice within 60 days of the increase. This 30-day cancellation privilege holds good even if the rate increase follows a power increase on the part of the station.

Mr. Gramling stated that instead of being more strict on stations than the commercial contracts of other news services, the AP agreement does not give it the right to increase rates if its costs of collecting now go up, if its payment to operators goes up or if it loses other clients sharing the service, which their commercial contracts with stations do give to those news services, he said.

The AP board on Oct. 3 approved applications for associate membership from 449 stations, he said, correcting the preliminary announcement of 441 made at that time [BROADCASTING, Oct. 6]. He added that more applications are coming in daily which the board will act on at its next meeting. Perhaps a special session will be called for this purpose before the next regular board meeting in January, he said.

Networks' Agreements

The total includes the owned and operated stations of CBS and NBC, he reported, explaining that the networks entered individual applications for each station but signed blanket agreements covering them all and also giving the network the right to use AP news on the network as well as locally on the individual stations.

George Burbach, general manager of KSD St. Louis, was the first to apply for an AP membership for his station, doing so in 1945 when it was decided to put the proposition up to the AP members but before they had acted on letting radio stations in, Mr. Gramling recollected. But the first to sign a membership agreement was E. R. Gamble, general manager of WBTA Batavia, New York, who happened to be in Mr. Gramling's office when the forms were delivered by the printer and who signed one then and there, ahead of stations who had agreed to sign and were waiting for their contracts.

Armstrong Scores Opposition to FM

Also Cites Some Actions Of the Commission As Obstacles

VARIOUS UNWISE actions by FCC, plus an "organized attempt to block FM development" even today, were cited last week by FM Inventor Dr. Edwin H. Armstrong as factors preventing full availability of the new art to the public.

Dr. Armstrong

His charges were made in a brief filed at the Commission which concerned the proposed amendments to the FCC's rules and regulations governing sharing of television channels and the proposed deletion of video Channel 1 (44-50 mc) for assignment to various non-government services [BROADCASTING, Sept. 29].

FM Assn. also filed an outline of its position in the proceeding which related the effect that reassignment of the 44-50 mc band would have upon FM network relaying.

The hearing was postponed last week by the Commission from Oct. 13 to Nov. 17. The FCC order stated, "It appearing that due to the necessity of holding hearings on other matters and conducting Commission meetings during such period the Commission finds it necessary to postpone the hearing in this cause."

Dr. Armstrong in his brief stated, "Not the least among the causes of the long delay in bringing FM to the public have been various unwise actions by the Commission, based on errors of judgment whose causes were of two kinds." He continued, "One cause lay in an incorrect engineering advice furnished to the Commission by its Engineering Division. The responsibility for the order cause rests with the radio industry."

The brief said that at times information has been withheld from the Commission while in other instances misleading information was supplied. "Much of the trouble," it said, "has come about because the Commission, in making piecemeal decisions affecting FM, has not always appreciated that some of the interests appearing before it were anxious to prevent or slow down the development of FM and were using the machinery of the Commission for that purpose."

"Some of the obstacles to FM," the brief continued, "have been placed so adroitly that it has been difficult to determine who placed them, or even in fact to realize the extent of the damage done by them until long afterward." Dr. Armstrong said the existence of such opposition to FM "is now recognized, and the Commission may well take note of the fact that the statement is being widely made that there is even today an organized attempt to block FM development."

The brief noted tests made at Westhampton Beach, 70 miles from Alpine, N. J., of transmissions on 44.1 and 92.1 mc from the two Armstrong stations at Alpine. It was said that these tests, "taken together with confirmatory tests made at other places, prove beyond a doubt that the action of the Commission" in moving FM from low to high band was "based upon erroneous conclusions as to the relative efficiency of the transmissions on the two bands."

Cites Public Interest

Dr. Armstrong stated that the thesis of his brief, and the testimony which he proposed to offer at the hearing before the Commission, "is that the public interest requires those bands [44-50 mc] to be assigned to frequency-modulation broadcasting, with special reference to the use of stations in those bands to broadcast programs capable of being picked up and rebroadcast by other FM stations."

He said that what he is asking the Commission to do "is in substance the same as what I asked it to do in January 1940, when it looked as if further allocations to FM might be blocked off at the television hearing." Dr. Armstrong said he was asking the Commission not to "prejudge the situation by foreclosing the present lines of FM development," but "to get the technical facts correct before undertaking to make a final determination of how the public interest, convenience and necessity will best be served."

The brief also included a summary of the development of the art through the past 12 years. This was done since the "regulation of its development to date has been administered under five different Chairmen of the FCC." Further note was made by the brief that the FCC's engineering and legal staffs have changed many times so that today "no one at the Commission has first hand knowledge of the actions of the Commission which have affected, and in many instances retarded, FM development."

The FM inventor said it is apparent from recent speeches of Chairman Charles R. Denny and Vice Chairman Paul A. Walker that the "present Commission firmly believes that the future of aural broadcasting rests with the FM system." He said it is not so apparent why FM, as recognized, should be so delayed.

The outline of the FM Assn. covered the proposed presentation to be made at the forthcoming hearing by Everett Dillard, FM Assn. president and owner of commercial FM stations WASH Washington and KOZY Kansas City. Mr. Dillard is to testify on the unavailability of telephone lines which will permit relaying of FM programs at 15,000 cycles; the importance of radio relays to network programming; current use made by Continental Network of relays in the 44-50 mc band, and resolution adopted at the FM Assn. convention that 44-50 mc be allocated only to FM for relay purposes. The outline was filed with the Commission by the FM Assn. general counsel, Leonard Marks.

DEKALB, ILL., RECEIVES NEW 1360-KC DAYTIMER

NEW STANDARD station on 1360 kc with 500 w daytime was granted last week by FCC to DeKalb Radio Studios, DeKalb, Ill. Acting favorably upon firm's petition for reconsideration and grant without hearing, Commission had set the application for hearing since it originally requested only 250 w power. FCC questioned if this would be an inefficient use of a regional channel so the request was modified to seek 500 w.

Grant is subject to any interference which might result if application of Independent Broadcasting Co. is granted for 500 w day on 1350 kc at Oak Park, Ill. DeKalb Radio Studios is a partnership composed of Theo. Lanes and Roland Wallem, local businessmen.

3 RESIGN FROM WMID OVER POLICY DISPUTE

THREE EXECUTIVES of WMID Atlantic City, 250 w MBS affiliate, resigned suddenly last week in what a spokesman for the trio described as a disagreement over policies of the station's board of directors. The three are Paul Hancock, vice president and general manager, Joe Porter, commercial manager, and Don Rich, publicity director.

Mr. Hancock was the first to resign, and the others followed his lead, according to Mr. Rich. Mr. Hancock has also sold his interest in the Mid-Atlantic Broadcasting Co., which owns WMID, and it is understood that he will return to his post in Mutual's station research department.

Mr. Rich and Mr. Porter expect to return to New York radio.

FTC Disclaims Jurisdiction In WWDC's Unfair Complaint

MEMBERS of the Federal Trade Commission last week refused to rule on a complaint against WARL Arlington, Va., and WGAY Silver Spring, Md., brought by WWDC Washington, D. C., independent, charging the two stations are engaging in unfair competition by broadcasting horse racing results and "lottery broadcasts" [BROADCASTING, June 23].

The Trade Commission held that this matter comes under FCC jurisdiction.

Ben W. Strouse, vice president and general manager of WWDC, said further action on the complaint has not been decided upon as yet.

In a letter to Pierson and Ball, attorneys for the Capitol Broadcasting Co., owners of WWDC, the FTC declared: "In the opinion of the Commission the FCC has the direct and primary responsibility to determine whether a station broadcasting the type of program comparable to the programs listed in the appeal serves the public interest, convenience or necessity."

WWDC was informed, however, that the FCC "has under consideration, at staff level, special regulation as to this type of program." The FTC made no inquiry into the facts of WWDC's case, because of the ruling that FCC has jurisdiction.

The complaint alleged that WGAY's program, *The Sports Circus*, on which national horse racing results are presented, is "of substantial use to persons violating the laws of the District of Columbia and the States of Maryland and Virginia through the placing of bets on horse races, and is also used by persons interested in the operation of lottery known under its common name as 'the numbers game'." Program is sponsored by Kennedy Floor and Tile Co.

Cease Broadcasts

WWDC officials said they had ceased broadcasting race results when the Police Dept. informed them that information from these broadcasts was being used for illegal purposes.

The WGAY action was the first effort of a radio station to bring FTC action against outlets broadcasting horse racing results, on the grounds of unfair competition. The complaint was entered June 23.

In its complaint against WARL and Zlotnick the Furrier, WWDC charged that the program, *Dollars for Answers*, attracts listeners through the medium of a "money giveaway." This constitutes a lottery, WWDC alleges, and is illegal according to the laws of the District of Columbia, Virginia and Maryland.

It was learned that WGAY had filed a reply to the complaint with the FTC on July 25, contending that no federal agency could have greater authority in the radio field than the FCC. Leonard Marks, attorney for the Tri-Suburban Broadcasting Co., owners of WGAY, said, "If the FTC were to assume jurisdiction in this controversy such action would set a dangerous precedent since a logical extension of this philosophy would give the FTC the right to examine the content of every program produced over the air."

Government Officials See Test Of Thomascolor Film Process

THOMASCOLOR Inc. subjected its color film process to a test Tuesday before government officials in a trial that may have historic significance in the color film and color television fields.

The tests were made in Philadelphia's Rittenhouse Square, across the street from the Securities and Exchange Commission, which is holding a hearing to determine whether a stop order should be issued against the sale of $10,000,000 of stock by the company.

Before Richard Townsend, SEC hearing officer, and in the presence of Richard Thomas, president of the company, two cameras were set up side by side to focus and film on the same scene. One camera was a Thomascolor job, the other a standard Mitchell. The Thomascolor camera used 65-mm. DuPont Superior No. 2 black and white film, and the Mitchell used 35-mm. Ansco reversible color film and Ansco separation negative film.

The cameras took shots of national magazines spread out in Rittenhouse Square, filmed two United States flags on the SEC building, and concluded with shots of SEC girl employes.

The Ansco films were then sent off to the factory for development, while the Thomascolor reel was taken to a local newsreel laboratory to be processed like any other black and white film in the presence of an SEC official. Despite the fact the local newsreel company's laboratory chief had a broken arm, the Thomascolor negative and a 35-mm. positive were processed in about four hours and were shown about six hours after shooting.

At the screening, Mr. Thomas explained steps in the process and a time schedule of the film's production was read into the record. When the hearing resumes again this Tuesday (Oct. 14), it is hoped that the Ansco films will have returned. It is intended that time schedules of the processing of both will be compared in detail and that the final product of both be screened side by side for comparison.

Briefly, the Thomascolor process consists of an optical device which takes three black and white images simultaneously on 65-mm. film. These three images are photographed through red, green and blue filters, respectively. From the negative, a 35-mm. print is made, with each 35-mm. frame containing the three black and white images. The print is then screened through a Thomascolor optical system which again filters the respective images through red, green and blue filters and "bends" them by prisms to register as one color image on the screen. The same process is said to be adaptable to television. It is expected that television aspects of the hearing may develop this week.

TBA Slashing Dues In National Drive

TELEVISION Broadcasters Assn. has announced a drastic reduction in its dues structure as the first step in a nationwide membership drive designed to enroll every video broadcaster, construction permit holder and applicant as a TBA member.

New dues for active memberships begin at $100 a year for applicants for television stations with effective service areas of less than 1,000,000 population. When the applicant receives a video construction permit, his annual TBA dues advance to $200, going up again to an annual rate of $300 for the first six months of actual operation and after that to $400 a year. Each of these rates is doubled for stations serving areas containing more than 1,000,000 persons.

Dues for affiliate members are now $250 a year for a company whose gross income from operations in the field of television does not exceed $500,000 a year and $500 annually for a company grossing more than $500,000 from video activities. Dues were formerly $1,000 a year for active members; $500 a year for all associate members. Active memberships are limited to television broadcasters, CP holders and applicants.

Two new active members — Havens & Martin, operator of WMBG Richmond and CP holder for a video station, WTVR; and Maison Blanche Co., New Orleans department store with a video CP in that city—were admitted to active membership in TBA by the association's board last week. Board also voted in a new associate member, Stromberg-Carlson Co., Syracuse, manufacturer of television sets.

They Say...

"LABOR has a legitimate complaint, we think, about a restriction in the proposed new (NAB) code. 'No dramatizations of controversial issues should be permitted,' the proposed code declares. Dramatization, as the CIO demonstrated in its weekly program, Labor—USA, can give an idea impact and illumination. Radio ought not to rob disputants of this legitimate aid to influence . . ."

From an editorial in the Washington (D. C.) Post.

* * *

"IT'S interesting to note that the film (March of Time, 'Is Everybody Listening') at least attempted to present both the good and the bad in radio and the major portion of the film was devoted to pure journalism, explaining rather than railing against radio. The picture, it must be admitted, had one glaring weakness. . . . The portrayal of a sponsor who was more interested in singing commercials than in the program he sponsored was so badly overdone that it lacked any semblance of reality."

From the syndicated newspaper column by John Crosby.

* * *

"THE new [NAB] code is an important, if belated forward step. Those who believe in the American system of broadcasting have always maintained that it is safe and sound only as the three partners in this great enterprise—the industry, the FCC, the listening public — fulfill their respective roles. The lead is now where it should always have been—with the industry. Had the code been drafted long ago, it would have made at least some of the structures in the Blue Book redundant."

From an article in The Nation, by Charles A. Siepmann, author of Radio's Second Chance and Blue Book collaborator.

* * *

"IF radio were as free in Soviet Russia as is it in the United States, there would be such a common understanding between the two peoples that any government in Russia would fail which threatened to engulf this world in another war before the smoke of battle had cleared from the last. We worked hard (at Potsdam) to get some expression in that document which would tie the Soviets to the principle of a free radio in liberated Europe. They would give lip service to a free press but when a free radio was suggested, the Soviets would not even discuss it."

Walter J. Brown, executive head WORD Spartanburg, S. C., and WTNT Augusta, Ga., and former executive assistant to Secretary of State Byrnes, in address to Gaffney (S. C.) Rotary Club.

NAB Distributes Radio Week Discs

Quantities of Recordings Sent to Networks And Stations

FINAL material for station and network participation in National Radio Week Oct. 26-Nov. 1 was sent out over the weekend by NAB as preparations for the third annual event neared completion.

What NAB described as a "phenomenal" achievement in transcription production solved one of Radio Week's planning problems. The feat was performed by Oscar Turner, NBC recording director on the West Coast, whose division turned out 2,000 transcriptions in three days—from microphone to shipment.

The transcription includes five-minute programs transcribed by NAB President Justin Miller for use in the "I Speak for Democracy" essay contest to be staged by NAB, RMA and the Junior Chamber of Commerce. The talks will provide background material for use of students in preparing their essays.

First talk is titled "Platform for Democracy," and describes organizational setup of the government. Second deals with "Freedom of Worship" and the First Amendment to the Constitution, along with the story of how the Constitution was written. The other talks cover "Freedom of Expression," "Freedom of Opportunity" and "Democracy at Work."

The transcriptions are to be performed starting around Oct. 13 to 15, NAB suggests in a final bulletin providing Radio Week suggestions and instructions. The bulletin includes factual data about the industry and radio's audience, suggests copy slants and ideas for programs, announcements and promotion, and concludes with a check list of program ideas.

Nationwide essay contest for women, first key competition of National Radio Week, will be conducted on an expanded scale this year by the Assn. of Women Broadcasters, according to Dorothy Lewis, NAB Director of Listener Activities.

Manual of rules covering the contest were sent stations early last week. Participating will be all stations having women broadcasters, NAB members and nonmembers alike.

Receivers as Prizes

Title of the essays will be, "What Is My Favorite Program, and Why," with a 200-word limit established. De luxe receivers will be given as prizes in each of the 17 NAB districts, with a special receiver for the grand national prize. Radios will be provided by Radio Manufacturers Assn.

Stations will name committees on the local level, with the top five letters in each area going to the national board of judges. A screening subcommittee will submit best essays to the judges. Early November deadline for entries has been established.

Mrs. Lewis said every president of a major national organization will be put on the air during Radio Week and every local radio council will hold a local celebration.

Members of the board of judges are:

Bond Geddes, executive vice president, RMA; Edward J. Heffron, director of media relations, National Conference of Christians & Jews; Albert N. Williams, radio editor, "Saturday Review of Literature"; Mrs. Henry R. Christman, national radio chairman, General Federation of Women's Clubs; Linnea Nelson, chief timebuyer, J. Walter Thompson Co.; Pauline E. Mandigo, president, Phoenix News Bureau; Natalie Flatow, radio director, Girl Scouts of America; Mollie E. Sullivan, public relations director, YWCA; Mrs. Ambrose M. Diehl, president, National Council of Women; Elizabeth Forsling, radio editor, "Newsweek"; Mrs. George Fielding Eliot, radio chairman, Women's Action Committee; Elizabeth M. McStea, national public relations director, Camp Fire Girls; Dorothy Wright, national radio chairman, Daughters of the American Revolution.

Apartment House TV Antenna Solution Is Offered by RMA

SOLUTION to the problem of television antennas for apartment houses was offered last week by the Radio Manufacturers Assn. [CLOSED CIRCUIT, Oct. 6].

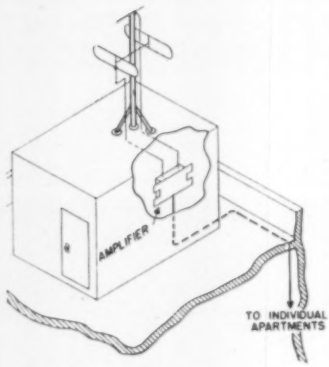
A special subcommittee of the RMA Committee on Television Receivers came up with an installation designed to overcome objections of apartment house owners and at the same time provide satisfactory video reception.

The solution consists of a distribution system using a multiple dipole antenna, an amplifier, cables and an outlet box for each apartment (see sketch). The antenna is mounted on the rooftop and units are oriented at time of installation to give best reception for each station. In most cases amplifiers will be required, since even strong signals are weakened between the antenna and receivers.

Individual apartments are connected to the antenna, or amplifier, by low-loss transmission line connected through conduit to connection boxes resembling ordinary wall outlets.

In many cases antennas for various stations can be stacked on a single pole, according to RMA, though two or more mounting poles may be necessary to exclude unwanted signals or reflections, or to avoid obstructions in the signal path. In still other cases mounting on a nearby structure may be required.

The amplifiers consist of a 6x14x24-inch box which can be placed in a housing on the roof or mounted indoors near the antenna. These can cover up to 13 television channels and include FM. AM



Typical apartment antenna

bands can be added through a conventional receiving antenna and extra amplifier.

Two-wire plastic cables ¼-inch in diameter can be used, with heavier cable for longer cable runs involving vertical drops. Standard two-gang or three-gang outlet boxes are used in individual apartments, housing cable terminals and preventing radiation to other receivers. Connecting parts are mounted in a watch-size watertight case accommodating all types of sets.

Installation cost depends largely on cable requirements. Extra amplifiers may be desirable in some cases. The maximum number of receivers that can be connected to a system is unlimited. RMA suggests all apartments in a building be equipped for television at one time.

Copies of the report, titled "Apartment House Television Antenna," can be obtained on request from RMA headquarters, 1317 F St., N. W., Washington 4, D. C.

Denny

(*Continued from page 13*)

sible return to the FCC of Ray C. Wakefield, California Republican, who was reappointed last May, only to see the nomination withdrawn a month later by President Truman to make way for the appointment of the stalwart Republican Congressman Robert F. Jones of Ohio.

While the Denny vacancy is Democratic, this would not preclude appointment of a Republican, since the FCC now is made up of two Republicans (Jones, Hyde); two Democrats (Walker, Durr), and two Independents (Jett, Webster). The law simply says that not more than four members of the seven-man commission shall be of the same political faith.

President Truman gave no inkling of his thinking last Thursday, when he held his fortnightly news conference. It is believed that Mr. Denny would be disposed to support Gen. Taylor, the latter having been Mr. Denny's superior in the Law Department five years ago. Paul A. Porter, former FCC chairman and Mr. Denny's predecessor and close friend, likewise is believed to be advocating the candidacy of Gen. Taylor.

Gen. TAYLOR

Speculation centered upon possible selection of Mr. Walker to serve on an interim basis until such time as Gen. Taylor could terminate his military affairs in Germany. It is known that Gen. Taylor planned to return to Government affairs upon completion of his military tour, which began in 1942 when he was commissioned a major. Gen. Taylor was 39 last February 24, is a Harvard Law School graduate, and was a protege of former Senator Burton K. Wheeler of Montana.

Reinsch Mentioned

Developing spontaneously was revival of the demand in radio circles for the appointment of a practical broadcaster to the Commission chairmanship. This brought into focus the name of Mr. Reinsch, 39-year-old broadcaster with more than two decades in radio. Mr. Reinsch's name had cropped into news reports coincident with first indications that Mr. Denny might resign.

Mr. Reinsch emphatically told BROADCASTING that he is not a candidate for any Government post; that he is "happily employed by mighty fine people" and thoroughly enjoys his present work.

Whether there will be other resignations, now that Mr. Denny has taken the plunge, was a lively topic last week. First reports [BROADCASTING, Aug. 11] linked Mr. Jett and Commissioner C. J. Durr, the FCC's stormy petrel left-winger, with resignations prior to the year's end. It is known Mr. Jett proposed to remain only so long as Mr. Denny stayed, and that was at the latter's behest. The situation may have changed, particularly since Mr. Jett was selected to become the American delegation head to the Geneva Provisional Frequency Board which convenes in January. He accepted a tenure of only six months abroad, though the board is to function two years.

Last Friday, it was reported that he might decline that assignment, in view of the changed complexion of the FCC.

Offers to Durr

Mr. Durr has kept his own counsel, but is understood to be considering several pedagogical offers in the South. His term ends next June 30. It is doubted whether he would be reappointed. Greater doubt exists as to his confirmation by the Republican-controlled Senate.

Confusion was evident about the Commission all last week. Reports [BROADCASTING, Oct. 6] of a Republican-contrived effort to abolish the present Commission through "ripper-bill" action proved disconcerting. Talked about is a bill to abolish the present FCC, to be followed by another creating a new Commission. This would mean the terms of all commissioners would end, and that the President would be called upon to name a new Commission, the membership of which would be subject to Senate confirmation.

Mr. Denny conferred with President Truman Thursday noon. He plans to remain at the FCC until Oct. 27 completing his Atlantic City conference reports. He joins NBC Nov. 15 after a short vacation. He will move his family to New York.

Mr. Denny succeeds A. L. Ashby who served as NBC vice president and general counsel from its formation until last August, when he retired. Mr. Denny had been offered the NBC counselship three years ago, when he was FCC general counsel, but then elected to remain in government.

NBC President Trammell shortly will appoint a new policy committee, on which Mr. Denny will sit. The membership, it is presumed, will be Mr. Trammell, Frank E. Mullen, executive vice president, and the three recently-named administrative vice presidents, Ken R. Dyke, Harry Kopf and John A. MacDonald.

Taylors' War Record

Plausibility was attached to the speculation about Gen. Taylor because of his excellent government and war record, and because it was felt his selection would be popular in Congress and with rank and file. He was named general counsel in 1940 during the tenure of James Lawrence Fly as chairman. At the time he was a special assistant to the Attorney General, and was named to succeed William J. Dempsey. He was born in Schenectady in 1908, graduated from Williams College in 1928; taught history and political science at Williams for two years, and graduated from Harvard Law School in 1932, *cum laude*.

He became law secretary to Judge Augustus N. Hand of the Circuit Court of Appeals in New York in 1932, and the following year became assistant solicitor of the Department of the Interior. The following two years he was a senior attorney of the Agricultural Adjustment Administration and handled much of its legislative work. Then, the next four years, he served under Senator Wheeler, as associate counsel of the subcommittee of the Senate Interstate Commerce Committee investigating railroads and railroad finances. He then went to the Department of Justice as head of the Court of Claims section of the Claims Division.

In 1942, Mr. Taylor took leave from the FCC to accept a majority in Judge Advocate General's Department. He rose rapidly, and in November 1946 he was named to succeed Supreme Court Justice Robert Jackson as chief counsel for war crimes and chief prosecutor with rank of brigadier, having served as Justice Jackson's chief assistant. He received the Distinguished Service Medal. He is still in Nuremberg with his family.

Mr. Denny was made chairman of the FCC last December after having served as acting chairman for the preceding nine months. He was designated acting chairman upon recommendation of Mr. Porter, who was transferred by President Truman, on what was then a temporary basis, to the OPA directorship, hottest spot in the postwar governmental setup.

Five FCC Years

Mr. Denny's elevation to the chairmanship came five years after he joined the Commission in February 1942 as an assistant general counsel in charge of administration and litigation. He was made general counsel eight months later, and became commissioner on March 30, 1945, to fill the vacancy created when the term of T. A. M. Craven expired the previous June. He was appointed to serve until June 30, 1951.

Mr. Denny was born in Baltimore on April 11, 1912 and graduated from Amherst in 1933 and from Harvard Law School in 1936. He practiced for two years with the Covington law firm in Washington. From 1938 until he joined the FCC in 1942 he was in the Lands Division of the Dept. of Justice. He also had served as special assistant to the Attorney General and as chief of the Appellate Section of the Lands Division.

His first major assignment with the FCC had to do with litigation surrounding the so-called chain monopoly regulations. He argued and won the case. He was the right-hand bower to Chairman James Lawrence Fly in the heated House Select Committee inquiry into the FCC—which wound up in a notable victory, since the inquiry was dropped.

Mr. Denny is married to the former Elizabeth Woolsey of New York. They have three children, Alison Byrd 7, Christine 4, and Charles Jr. 3.

Former Senator Mead, who was defeated for re-election in the November 1946 campaign by Senator Irving M. Ives, Republican, was a candidate for the vacancy created by Mr. Porter's resignation, subsequently was filed by appointment of Commodore E. M. Webster. It is believed he has the endorsement of the New York democratic organization.

Cleveland Gets 7 FM Grants; Two to Akron, One to Elyria

ORDER WAS ADOPTED last week by FCC in the Cleveland Class B FM case to sever from hearing and grant substantially, with but one exception, the applications of all parties to the proceeding. The decision authorized seven new Class B FM outlets for Cleveland, two for Akron and one for Elyria, Ohio.

The application of WGAR Cleveland was continued in hearing status since WGAR took exception to the Commission's proposed decision regarding modification of its request to conform with FCC standards. WGAR was one of three to seek greater-than-normal power.

With release last July 1 of the one-in-five Class B channel reservation plan and thereby the availability of Class B Channel 297 (107.3 mc) to Elyria, the Commission in its order awarded the facility to Elyria-Lorain Broadcasting Co. instead of a Class A facility tendered in its proposed decision. [BROADCASTING, July 7].

The grantees and their respective facilities:

United Broadcasting Co. (WHK), Cleveland—Channel 264, 100.7 mc, 20 kw effective radiated power, antenna 500 ft. above average terrain.

National Broadcasting Co. Inc. (WTAM), Cleveland—Channel 289, 105.7 mc, 20 kw ERP, antenna 500 ft.

WJW Inc. (WJW), Cleveland—Channel 281, 104.1 mc, 7.5 kw ERP, antenna 730 ft.

UAW-CIO Broadcasting Corp. of Ohio. Cleveland—Channel 277, 103.3 mc, 20 kw ERP, antenna 500 ft.

Scripps-Howard Radio Inc. (WEWS, TV), Cleveland—Channel 271, 102.1 mc, 20 kw ERP, antenna 500 ft.

Telair Co., Cleveland—Channel 293, 106.5 mc, 20 kw ERP, antenna 500 ft.

Cleveland Broadcasting Co. Inc., Cleveland—Channel 253, 98.5 mc, 15.5 kw ERP, 555 ft.

Allen T. Simmons (WADC), Akron—Channel 243, 96.5 mc, 19.5 kw ERP, antenna 510 ft.

Summit Radio Corp. (WAKR), Akron—Channel 248, 97.5 mc, 20 kw ERP, antenna 500 ft.

Three of the Cleveland applicants, WHK, WTAM and WGAR, had sought power above 20 kw and antenna heights above 500 ft., maximums set by the Commission for such outlets as proposed. WHK and WTAM accepted the Commission's modified offering. The hearing on WGAR's exception was to be held Friday.

Joseph Padway

JOSEPH PADWAY, 56, general counsel of the AFL as well as AFM, died Oct. 8 in San Francisco, after suffering a heart attack while addressing the 66th Convention of the organization he served. He served as a labor lawyer for 35 years. He is survived by his wife, the former Lydia Rose Paetow, brother, I. B. Padway, and a daughter in Milwaukee. He was buried in Milwaukee.

Ban on Duplication Is Expected to Stick

Petrillo Is Silent But Networks Foresee Negative Decision

DESPITE continued silence from the AFM and repeated denials of an official statement by James C. Petrillo, AFM president, it was reliably understood last week that the decision on duplication of network music over both AM and FM stations would be negative.

Latest word from AFM headquarters in New York was that there would be no official statement or decision until after Mr. Petrillo meets with the AFM board in Chicago early this week. But high network executives who conferred with the AFM head last week indicated that duplication would be turned down.

In Boston, John Shepard 3d, board chairman of the Yankee Network, who up till now had defied the ban and carried Mutual's musical shows over his AM and FM stations, last week brought the practice to a halt after conferring with MBS officials. The union had threatened to take action against the network unless it discontinued the duplication.

FMA representatives who had an amicable meeting with Mr. Petrillo a fortnight ago were highly optimistic at the time in view of the AFM head's statement that he considered the FMA sincere and felt that they would come up with a proposition if he lifted the ban until Jan. 31 as they had requested. Adding further to FMA's hopes was Mr. Petrillo's decision to allow resumption of the Rochester Civic Orchestra's broadcasts over the Continental FM Network [BROADCASTING, Oct. 6]. But he has since made it clear that his relaxation of the ban applied only to the Stromberg-Carlson Co. and the contract which it signed with the Rochester local of AFM.

ABC, meanwhile, is coping with the AFM ban on transcribed rebroadcasts of network co-op programs by using a vocal group on its *Abbott & Costello* show. CBS and MBS are reportedly considering similar action for the Joan Davis and Parkyakarkus shows respectively. On this particular rule, the AFM is said to be meeting opposition from within its own organization since it is forcing musicians out of jobs.

At Deadline ...

FCC 'OVERLAP' REASONING CRITICIZED BY YANKEE

YANKEE NETWORK spokesman made sharp attack Friday on what he called "highly illogical" line of reasoning followed by FCC in its proposal to deny FM facilities to Yankee's WICC Bridgeport, Conn. Target of attack, made by Attorney Thomas N. Dowd in oral argument on Connecticut FM cases, was FCC contention that FM grant to WICC would involve "wasteful and inefficient" use of channels since part of service area could get same programs from Yankee's WONS-FM Hartford [BROADCASTING, June 16].

Mr. Dowd argued overlap would affect only 29% of population in proposed WICC-FM service area, that WONS and WICC would not offer same local FM programs, and that in same decision FCC proposed grant to another applicant (WNAB Bridgeport) which would involve duplication of ABC service in area where ABC programs are available to 79% of population. He asked Commission to be "consistent within the same case." Actually, he said, Yankee's qualifications are superior and 71% of population in area should not be deprived of WICC FM service because some duplicated service would be available to 29%. Grant would give Yankee six FM stations, present maximum.

Dwight E. Rorer, counsel for Fairfield Broadcasting Co. which received proposed grant for Class A FM at Danbury, said company is not seeking Class A and that such grant, if made, should go instead to Bridgeport where it could serve "more land and more people." He proposed that Channel 233 be assigned at Bridgeport, 234 in North Jersey, and 248 in Danbury.

FCC's proposed grants to Harry F. Guggenheim, WNAB, and Bridgeport Herald Corp., all for Class B stations in Bridgeport, were defended by attorneys O. H. Walburn, Norman S. Case, and Selig J. Levitan, respectively. WTIC Hartford, whose application for FM and Bridgeport got proposed denial for same reasons as Yankee's, did not participate

In only other argument Friday, Percy Russell, counsel for WGAR Cleveland, supported WGAR's bid for higher power for its FM operation, contending FM srvice should not be limited by "arbitrary horizons." He said use of 40 kw with antenna height of 897 feet, requested to give FM service to same area receiving AM service from WGAR, would not cause interference within 1,000-microvolt contour of any existing station. (Story on earlier oral arguments, page 20.)

BMB decided Friday to cooperate with Canadian counterpart, BBM, in third study of Canadian audiences next March. John Churchill, BMB research director, will work closely with BBM. Canadian study will coincide with BMB's interim station audience measurement as BBM's second national survey coincided with BMB's first nationwide study in U.S.

COOPERATION and support for food conservation program from nation's advertisers predicted Friday by Charles G. Mortimer Jr., Advertising Council chairman, in speech before annual ANA conclave in Atlantic City (see ANA story page 14).

$2,000,000 CO-OP NETWORK PLANNED, TAX GROUP CHARGES

PURPORTED PLAN for $2,000,000 radio network, to be sponsored by cooperative organizations, reported in bulletin of National Tax Equality Assn., Chicago. "It is understood that options on close to 100 stations throughout the country have already been negotiated and a six-station test network is now in operation in New York," NTEA said.

Bulletin said "techniques" will be worked out in "testing area" by Rural Radio Network. (Rural Radio Network, backed by cooperatives, has six New York State FM applications pending before FCC [BROADCASTING, July 21], but Washington spokesmen said they knew of no national network plans.) NTEA story said R. B. Gervan, information chief of Cooperative Grange Federation League, is general manager of network.

Bulletin said Dr. Miller McClintock, former MBS president, "was brought in as radio consultant for this tax-free operation and leading advertising agencies are being scouted for radio talent."

SOME CODE CHANGES POSSIBLE, MILLER SAYS

SEVERAL CHANGES in proposed new NAB code probably will be made before adoption, Justin Miller, president of NAB, told members of Southern California Broadcasters Assn. at Los Angeles luncheon. He invited broadcasters to submit suggestions to NAB board and urged frank expression of opinions. Judge Miller interpreted several sections of standards (early story page 15).

Los Angeles area independents meet Oct. 16 for follow-up discussion. Several Coast broadcasters threaten to withdraw from NAB unless changes are made. Strong opposition coming from Pacific Coast dentists and their advertising agencies to Sec. 14 of "Commercial Policies" relating to professions in which it's deemed unethical to advertise.

RECORD SERIES AUDIENCE

LISTENERS in seven of each ten U. S. homes heard 1947 World Series broadcasts carried by MBS, according to figures quoted by Mutual from survey by Crossley. Seven-day average rating of 36.7 and 73.7 share-of-audience are all-time highs for baseball's classic, MBS said. Previous high average was 33.2 in 1938. WOR New York share-of-audience for final series broadcast Oct. 5 was 91.5%, according to survey for WOR by C. E. Hooper Inc. WOR's Hooperating for game was 41.4, station said (early story page 17.)

FIGHT TO FINISH

RADIO lawyers will engage in fight to finish with FCC legal staff at annual outing of Federal Communications Bar Assn. Oct. 18 at Twin Oaks, Vienna, Va. Teams representing two groups will meet in softball, touch football, tennis, table tennis and horseshoe matches. Movies of last year's outing will be shown.

Closed Circuit

(Continued from page 4)

Mr. Carmell has been besieged by AFL unions asking that he represent them.

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), through BBDO, New York, looking for one-minute availabilities preceding, during and after baseball games in 1948 season.

MEXICO'S provocative demands for additional standard broadcast channels may cause Commissioner E. K. Jett, government's top allocations expert, to forego membership on Provisional Frequency Board in Geneva to participate in upcoming North American Regional Broadcastings Conferences. Chairman of 1946 NARBA conference, Mr. Jett will participate in preliminary engineering sessions beginning this week. Whether he will head delegation to Montreal in August depends on developments.

EFFECTS of other nations' proposals for revision of NARBA, particularly Mexico's [BROADCASTING, Oct. 6], getting careful study at FCC with prospect that detailed analysis may be given in government-industry conference called by State Dept. for next Friday (17th). Lacking clear-channel decision, U.S. can't afford counter-proposals with reference to clear channels or maximum power (story page 17), but hopes to have clear-channel question answered in time to submit final proposals next spring.

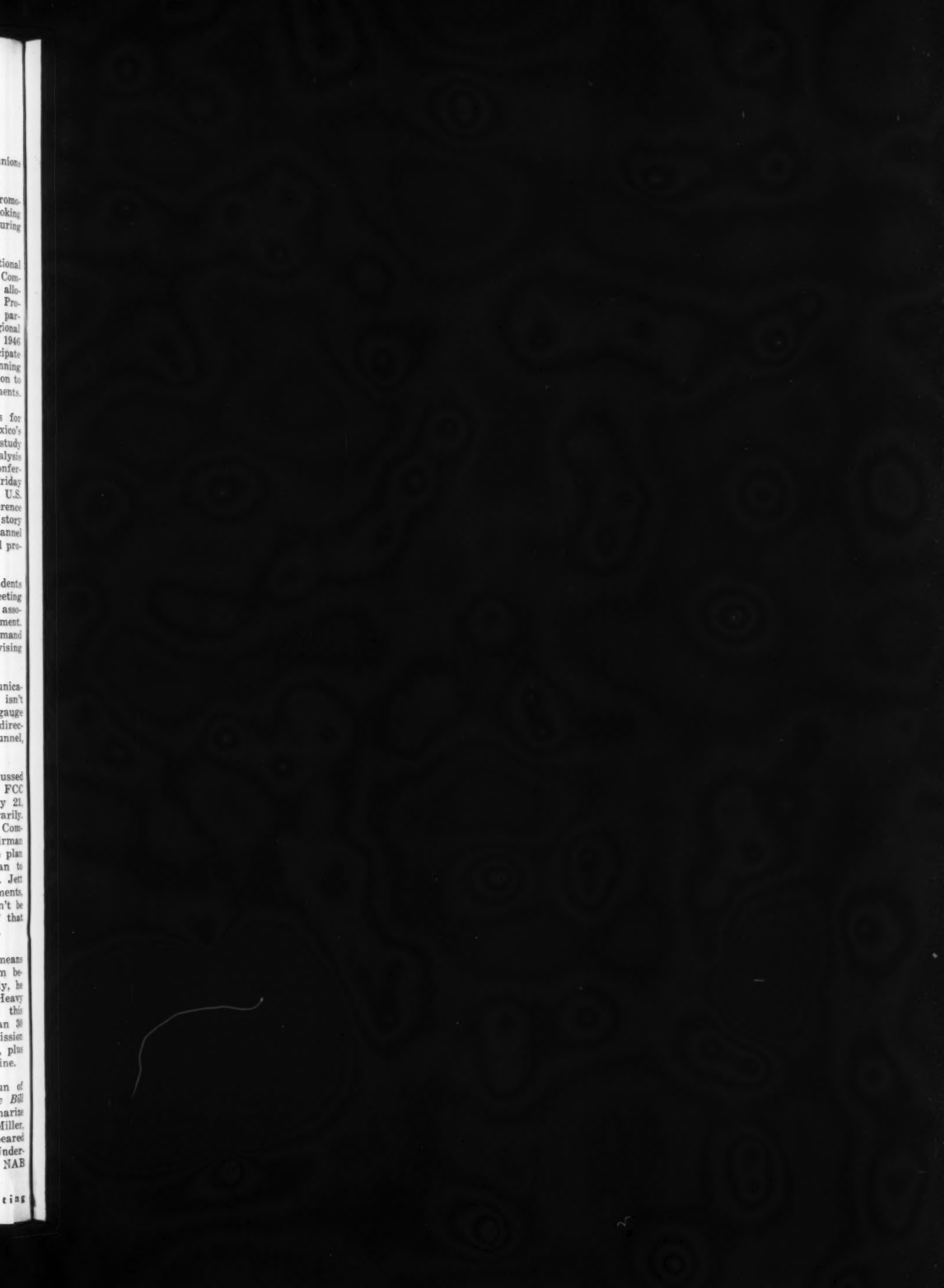
NAMING of special committee of independents to draw up NAB code ideas at Oct. 23 meeting may portend new cooperation between association and this important industry segment. Suggestion made inside NAB high command that committee be given wider scope, advising on all problems affecting independents.

NAB still baffled by lack of code communications at headquarters office, hoping it isn't calm before storm. Still too early to gauge extent of station reaction since district directors, through whom code letters are to funnel, haven't sent in their packets.

THOUGH it hasn't been formally discussed yet, feeling is that events have pushed FCC reorganization plan [BROADCASTING, July 21, Sept. 29] into background at least temporarily. Despite commitment to Senate Commerce Committee, observers think retiring Chairman Denny would be reluctant to inaugurate plan for new and as yet unnamed chairman to carry out. Imminent absence of Comrs. Jett and Webster on international assignments, plus possibility that Denny vacancy won't be filled at once, also contributes to belief that division system wouldn't be feasible now.

RESIGNATION of Chairman Denny means marked speed-up in FCC work program before he officially leaves Oct 31. Actually, he plans to start vacation about Oct. 27. Heavy schedule of executive meetings slated this week, with agenda including more than 30 broadcast matters passed over by Commission Board during Atlantic City conferences, plus flock of docket cases and general routine.

SOON to come off presses is first run of 10,000 on volume *Broadcasting and the Bill of Rights*. Of full book size, it will summarize testimony of NAB President Justin Miller, network presidents and others who appeared last summer before White committee. Understood book is financed by networks, with NAB handling compilation of material.



PRODUCTION...

While a pioneer affiliate of the Columbia Broadcasting System, KMBC is widely known as well for its listener acceptance built up through local programming. Experienced craftsmen of varied production techniques are assigned to the multitude of responsibilities in the air-readying of 30 to 40 programs daily originating from KMBC studios. Through the rich know-how of KMBC's production staff, retail advertisers are assured programs of network caliber, national spot program users place production requirements in capable hands, and network clients share in a plus listening audience—the harvest of all aggressive local programming.

—KMBC *of Kansas City*

Free & Peters, Inc.